







NO. 32 AUGUST 2023



WILLIAM M. GAINES FOUNDER

SUZY HUTCHINSON ART DIRECTOR
BERN MENDOZA ASSOCIATE ART DIRECTOR

- One Day at Mount Rushmore, MAD #186, Oct 1976
- Fantasy "Buy"land (MAD TV Parody), MAD #203, Dec 1978
- **108 The Tourist,** MAD #150, Apr 1972
- If Chickens Could Time Travel, MAD #480, Aug 2007
- **A MAD Peek Behind the Scenes at a Resort Hotel, MAD #146, Oct 1971**
- Ways to Avoid Paying to Check a Suitcase When you Fly, MAD #493, Sep 2008
- **17** A MAD Peek Behind the Scenes of a National Park, MAD #408, Aug 2001
- Time Travel Tips: Should You Use Valet Parallel Universe Parking?
- **20 Spy Vs. Spy,** MAD #110, Apr 1967
- Ditched in the South Pacific, MAD #134, Apr 1970
- The MAD World of...Travel, MAD #493, Sep 2008
- One Morning in a Bus Terminal, MAD #202, Oct 1978
- **26** The Worst People to Sit Near on a Plane, MAD #529, Oct 2014
- **28** The Castaway, MAD #182, Apr 1976
- **29** Spy Vs. Spy: The Tourist, MAD #322, Oct 1993
- The Amazing Rut! (MAD TV Parody), MAD #476, Apr 2007
- Future "No Frills Air Travel" Gimmicks, MAD #179, Dec 1975
- **MAD Remembers Al Jaffee**
- Weird Al Loves Wacky Jaffee, MAD #28, Dec 2022
- 47 AI Miss You Dept., Wise Mister Jaffee
- The Unfoldable Al Jaffee
- Spy Vs. Spy Jaffee Edition, MAD #14, Aug 2020
- **52** A MAD Look at Al Jaffee, MAD #14, Aug 2020
- **56** He Who Laughs, Lasts

CONTRIBUTING ARTISTS & WRITERS The Usual Gang of Idiots
INSIDE BACK COVER A MAD Fold-In by Johnny Sampson
VARIOUS PLACES Drawn Out Dramas by Sergio Aragonés
COVER ARTIST Mark Fredrickson

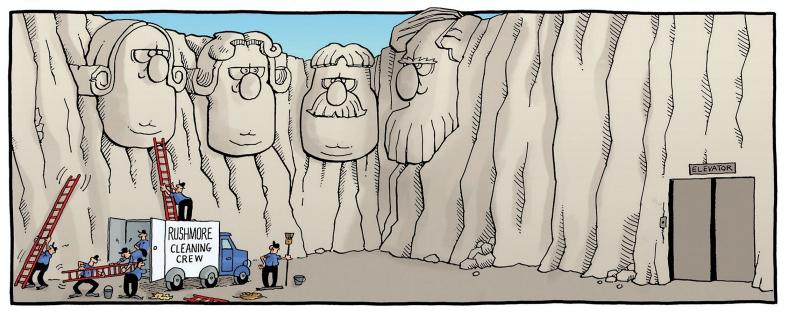
The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.

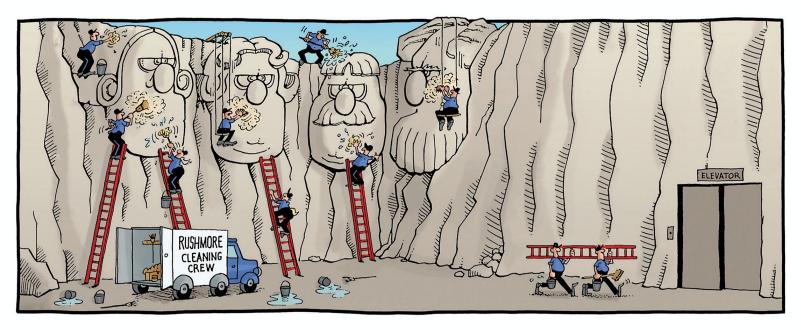


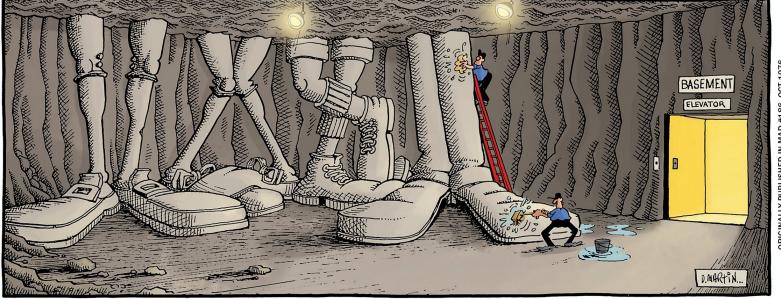




E DAY AT MOUNT RUS



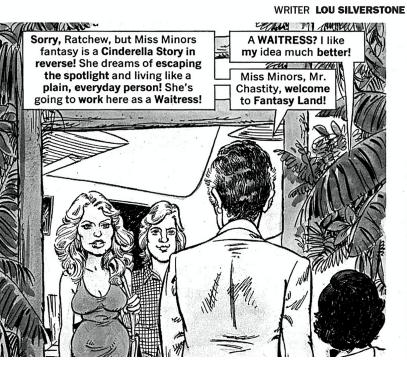


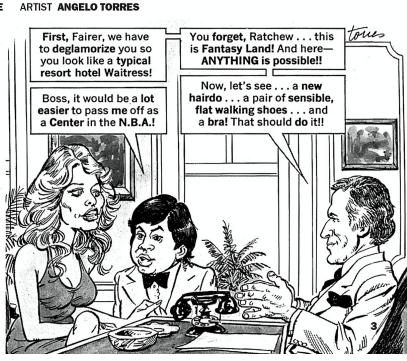


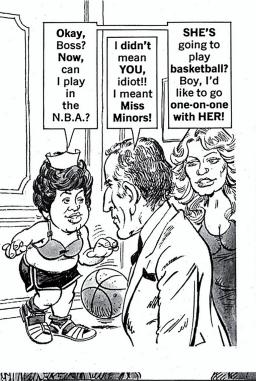
There's a new hit show on TV that takes place on a lush tropical island. People (mostly ABC stars) visit this remote paradise in order to live out their secret desires and unfulfilled fantasies. Sounds like a great idea for a series, right? Wrong...unless you happen to be the Network Executive whose secret fantasy was to come up with the most ridiculous show to hit TV since "My Mother—the Car." In which case, your fantasy is being fulfilled weekly with this idiocy called . . .

FANTASY "BUY"LAND



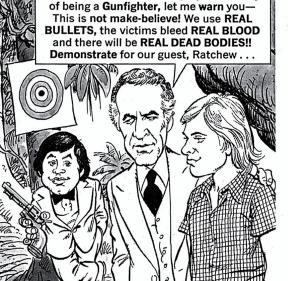






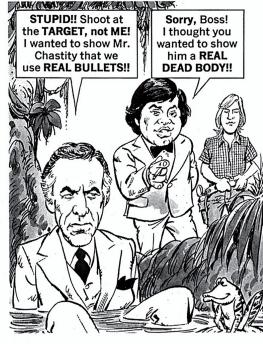






Mr. Chastity, before we begin your fantasy







This is

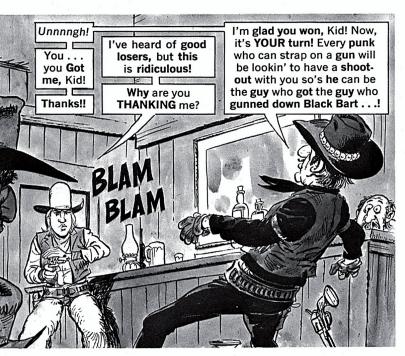




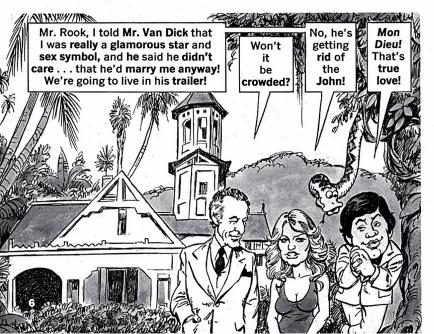






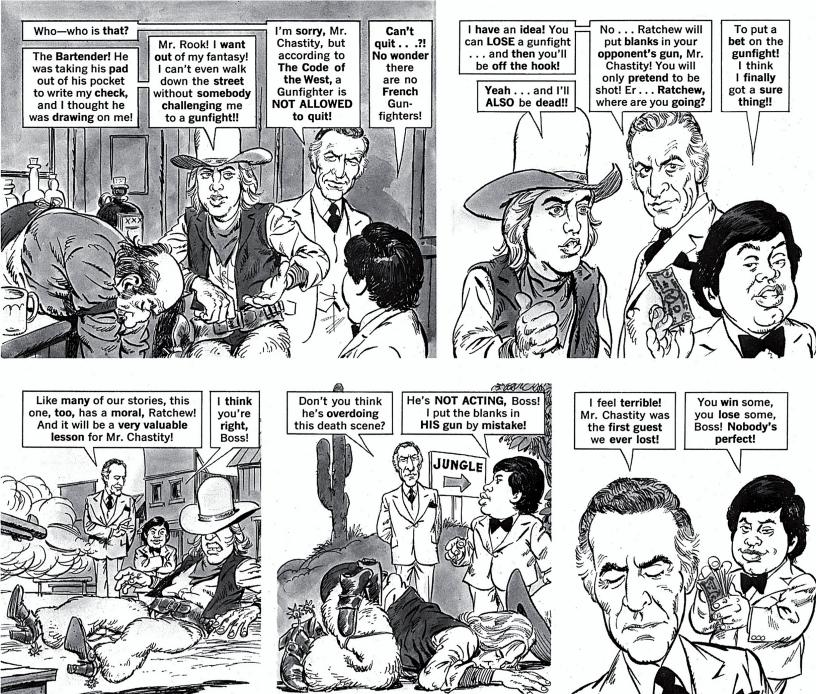


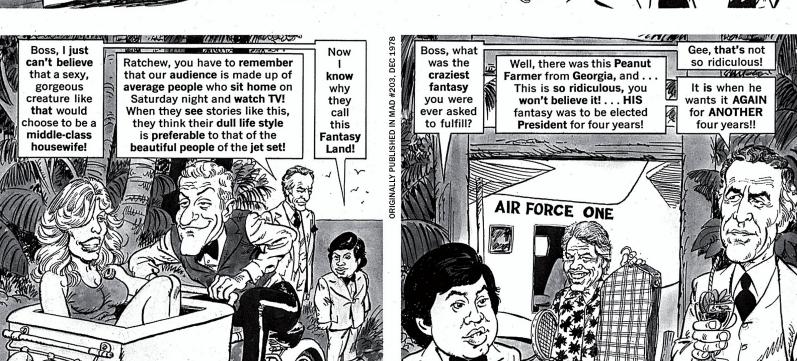




Just think! No more photographers, no more autograph hounds, no more gropers! From now on, I'll be able to go to the Supermarket with my hair in curlers . . . drink beer out of a can . . . and play the pinball machine in the candy store! I'm—I'm so excited! My whole life will be a—a fantasy!!

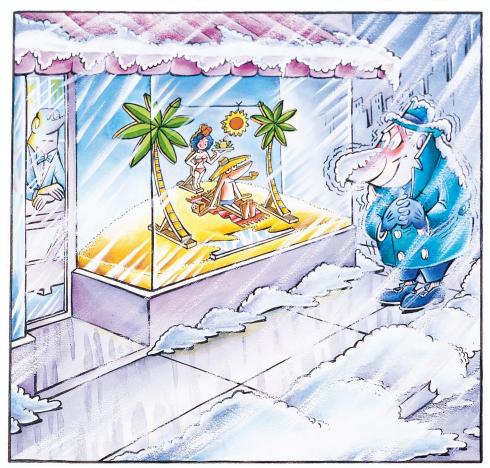














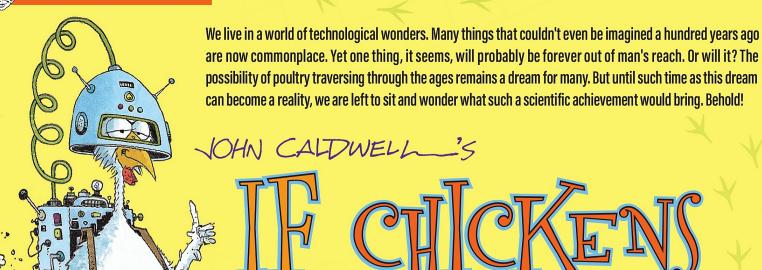
WRITER & ARTIST ANTONIO PROHIAS





ORIGINALLY PUBLISHED IN MAD #150, APR 1972

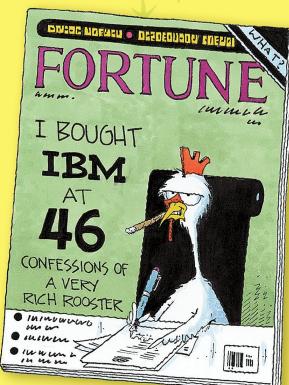




TIME TRAVEI

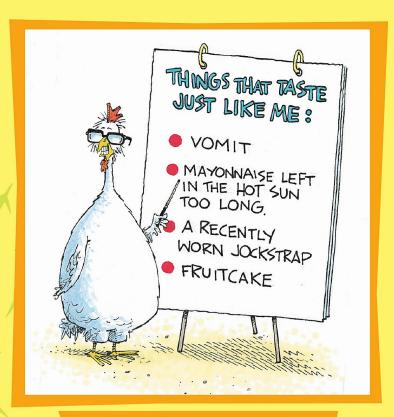
WRITER & ARTIST JOHN CALDWELL





The annual "Fortune 500" list would be peppered with trillionaire chickens.

The world might never have heard the name "Colonel Sanders."



They'd be calling the shots in the "things that taste like chicken" department.

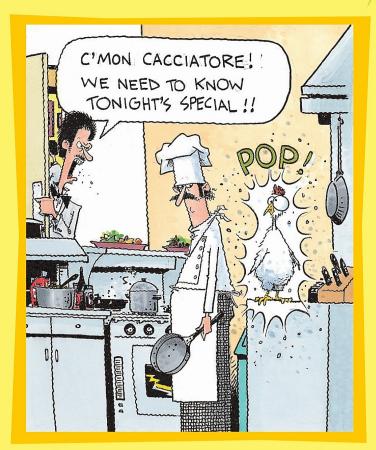


Popular songs, bestselling books, and major motion pictures would forever sing the praises of the gallant chicken who saved Lincoln.

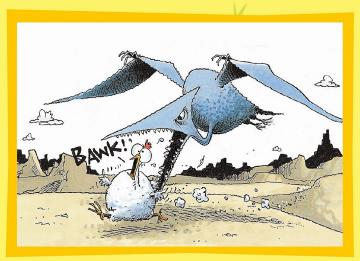


Any and all negative references to chickens would be obliterated.





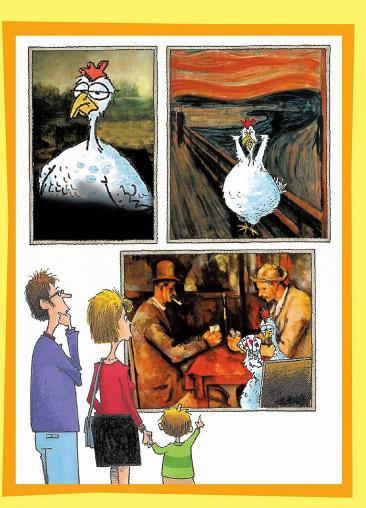
They'd definitely make their share of "wrong place, wrong time" appearances.

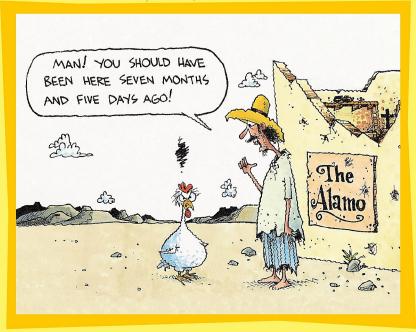


Some would learn the hard way the dangers of looking up their prehistoric ancestors.



Just for laughs, they'd spend a little time taking in the French Revolution when people's heads were being chopped off!





They would rarely set their arrival date correctly, because at the end of the day, they're still frickin' chickens!





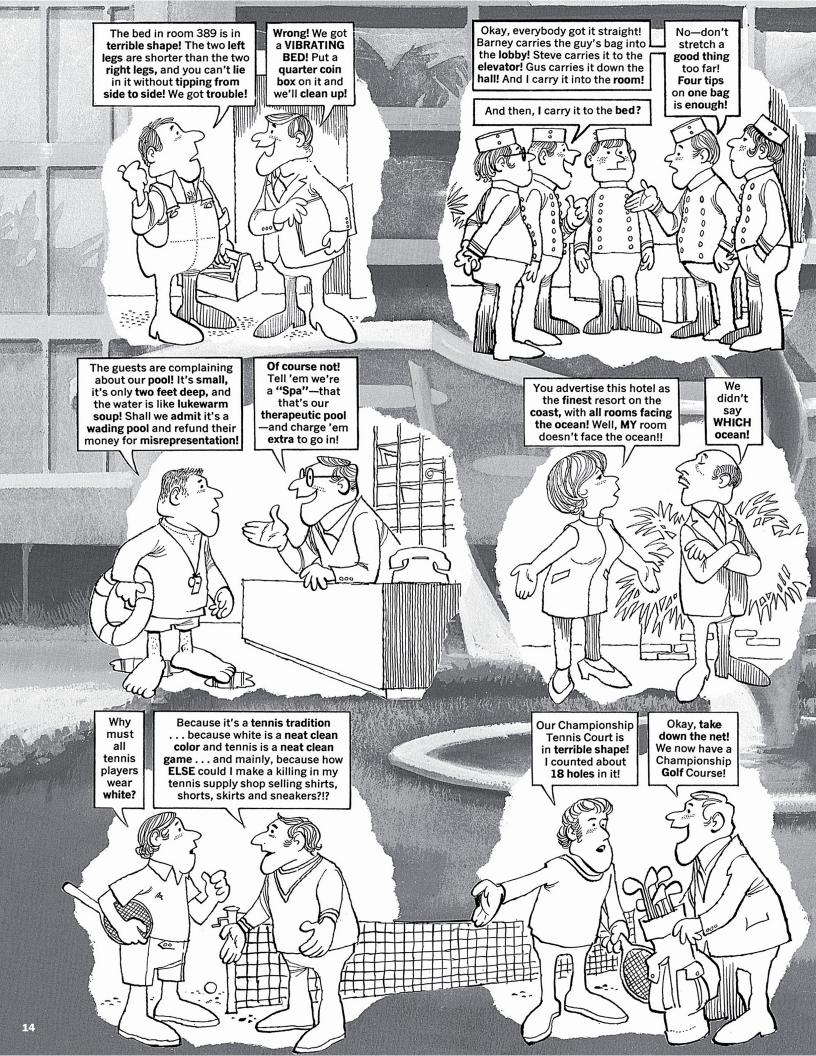
Editor's Note: Since our "Introduction" writer was just kidnapped, and since he is being held for 9¢ ransom, and since we refuse to pay that ransom . . . there will be no introduction to . . .

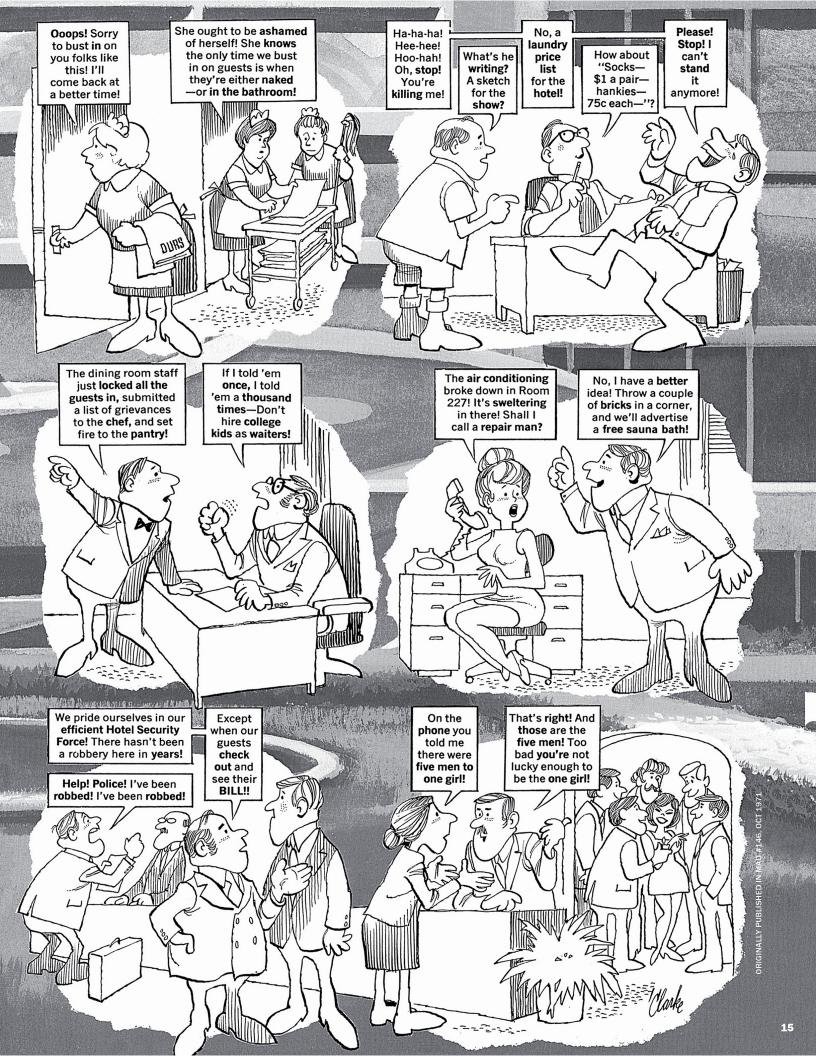
A MAD PEEK BEHIND THE SCENES AT A RESCENES AT A

WRITER LARRY SIEGEL ARTIST BOB CLARKE

Ahhh, young love! Isn't that nice?! It's just like our brochure says . . . "Euphoria Hotel—The Romantic Spot— The Ideal Place To Meet A Husband!"

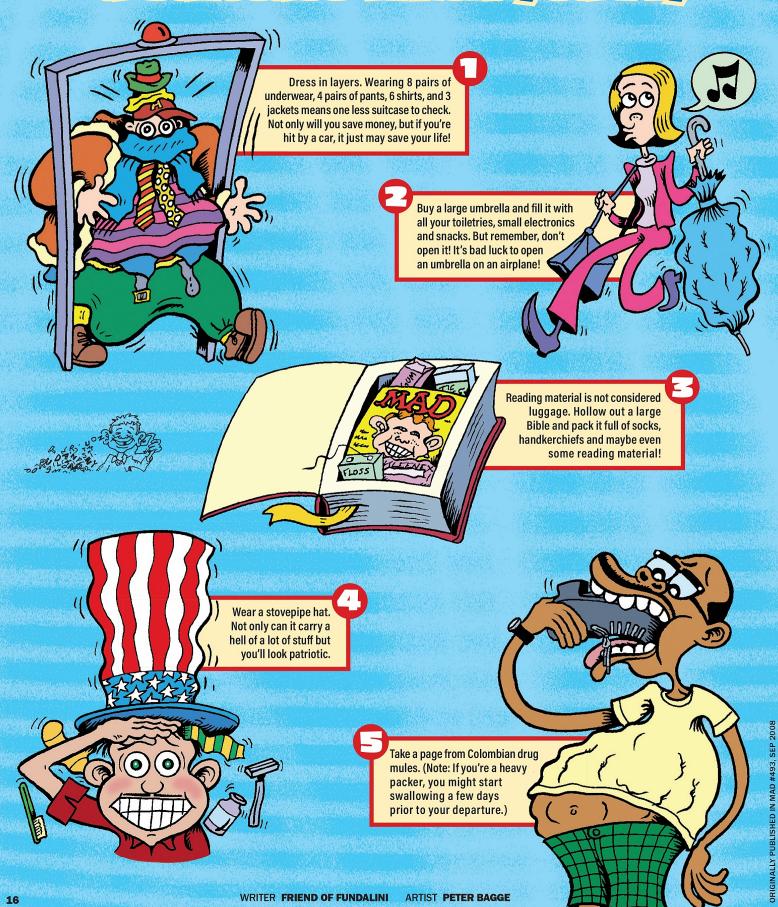
Are you kidding?
If I meet MY
husband here,
I'm DEAD!!

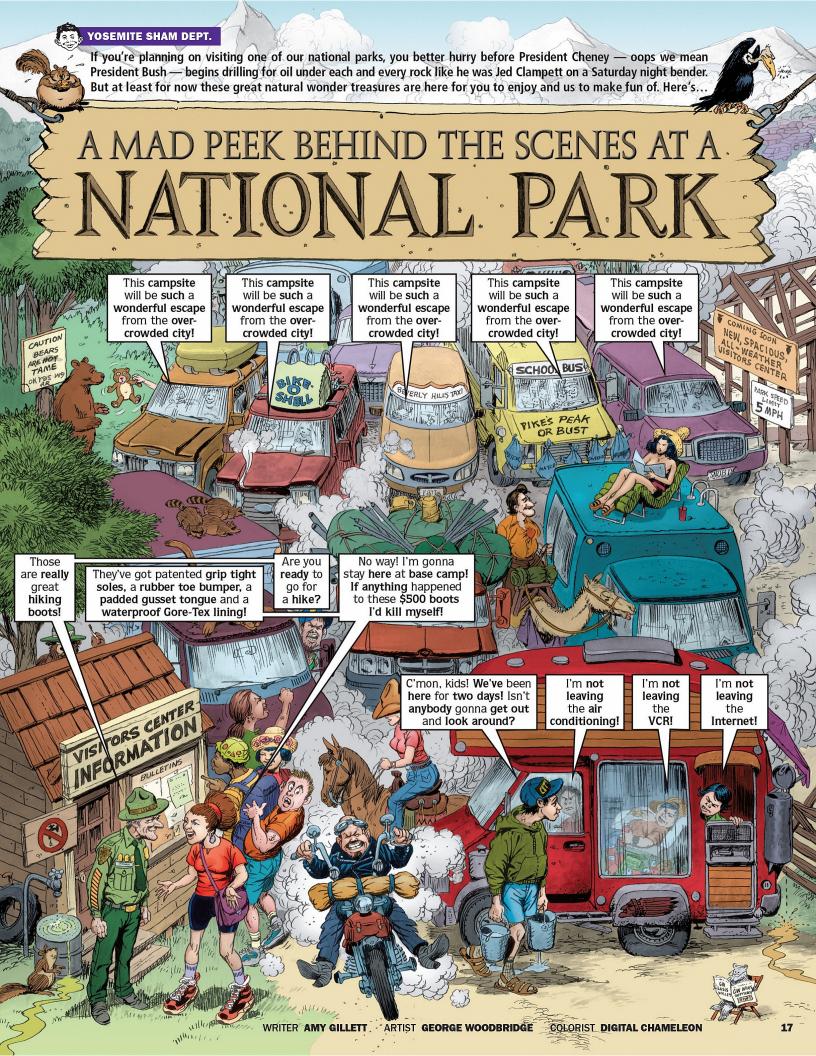






Ways to Avoid Paying to Check a Suitcase When you Fly

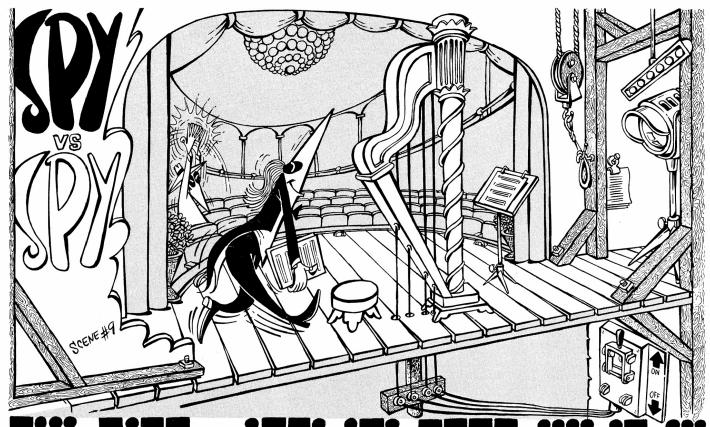




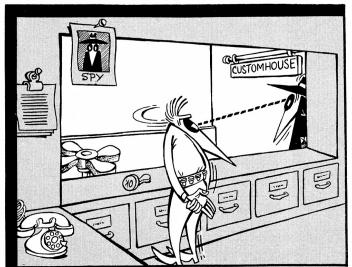




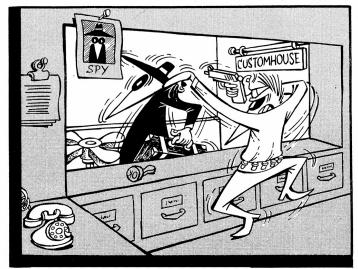


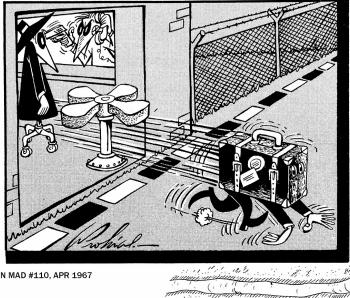


WRITER & ARTIST ANTONIO PROHIAS



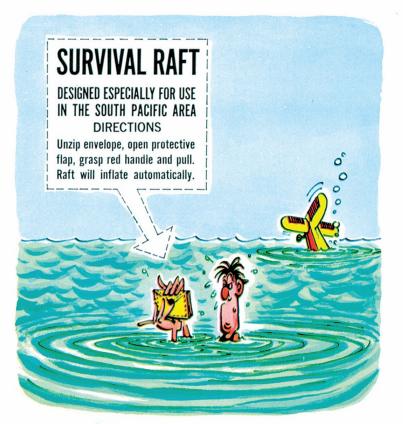






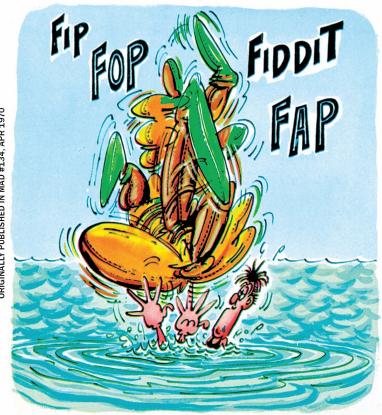


DITCHED IN THE SOUTH PACIFIC



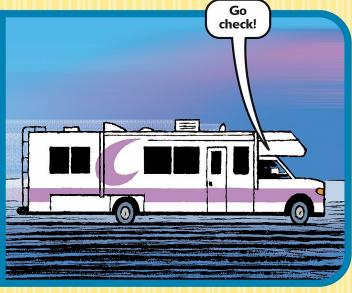


WRITER & ARTIST DON MARTIN

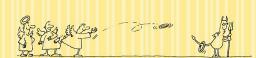










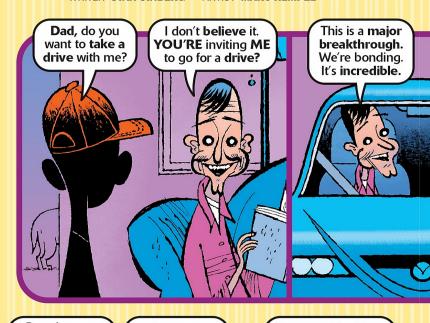


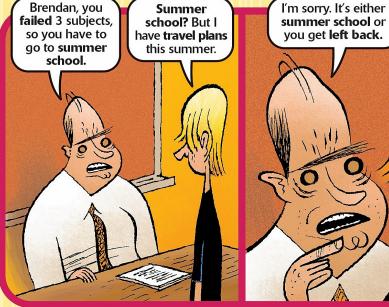
TRIP TEASE DEPT.

The MAD WORLD of...



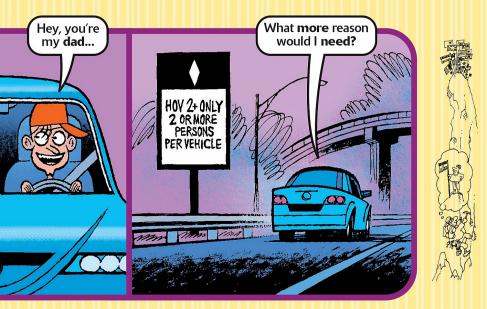






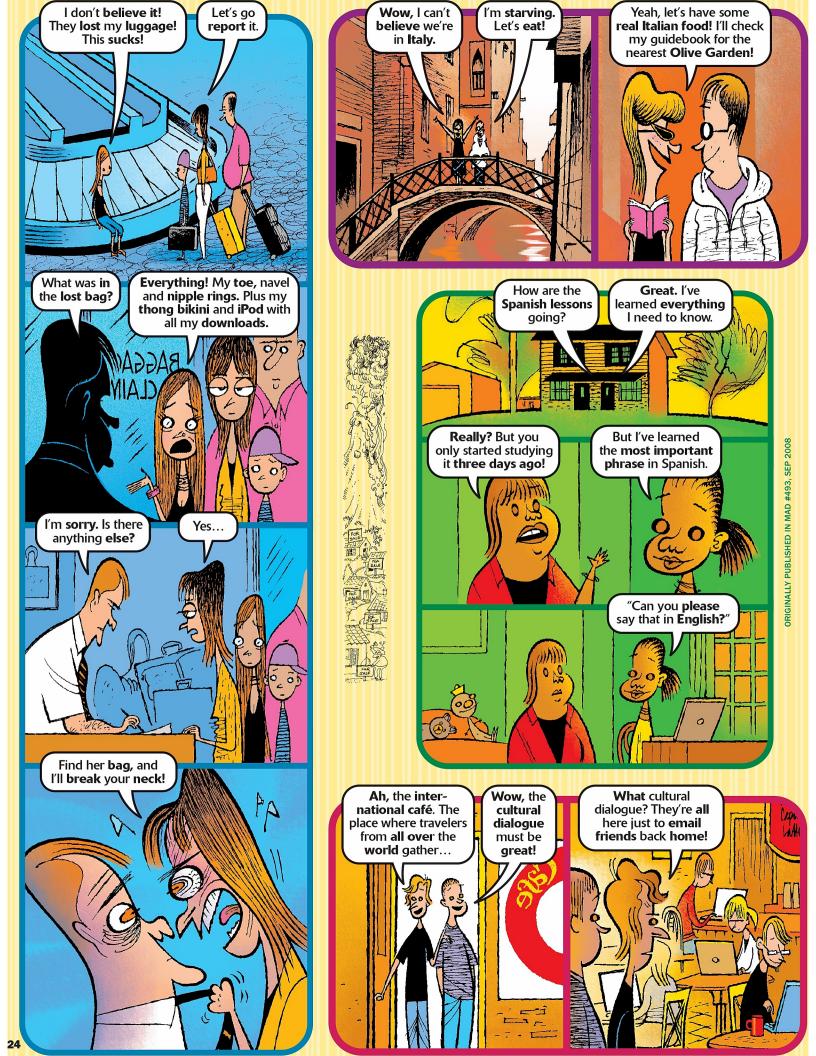


TRAVEL



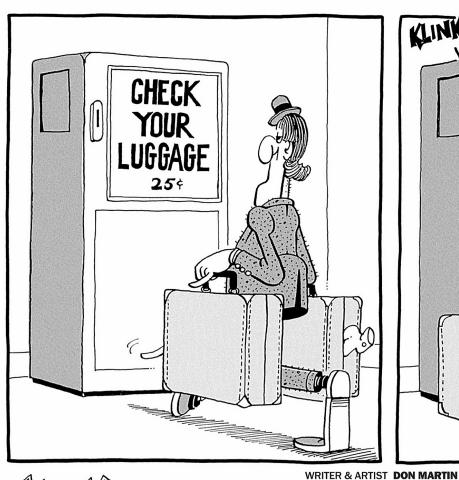








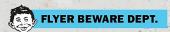
ONE MORNING IN A BUS TERMINAL











Airlines have taken a lot of steps to make traveling more comfortable — there's wi-fi, personal TV screens, more legroom and let's not forget that free half-can of soda! But no matter how many perks they add, there's still one terrible inconvenience that they'll never be able to do away with — the people. You should prepare for severe turbulence if you end up having to share an armrest with any of...

The Worst People to Sit Near on a Plane

ENLARGED PROSTATE GUY

You've had more physical contact with this antsy jerk than you've had with your last three girlfriends — but in the course of five hours of chit-chat, you just can't find a subtle way to bring up catheters.

Sorry, pal!
Here I go again! Hell getting old, let me tell ya! Hey, order me another cola when she comes by — they keep it so darned dry in here!

WRITER & ARTIST TERESA BURNS PARKHURST

THE CUTE STARING KID

This cuteness lasts for about eight minutes before your face starts hurting from flashing the same phony smile and you start getting annoyed at this obnoxious, unblinking imp who won't allow you to enjoy even the most discrete nose-pick.



THE PUPPY TRANSPORTER

Your relief realizing that your neighbor's ass isn't panting is short-lived when you find out what IS breathing heavily — a terrified pup under her seat that's peeing and farting its way across the continent. You'd ask for a seat change, if your pesky windpipe wasn't closing up because of your dander allergy.



THE DEEP SLEEPER

Sure, in moments of romantic desperation, you've had your fair share of strangers sleeping next to you — but this time you're sober and keenly aware of the slobbering, dead-weighted schlub encroaching on your \$538 seat. Plus, this time there's nowhere to shower off the shame.



THE ERRATIC RECLINER

Every time this douchebag changes position, so do your food and beverages. Plus, whenever that freakin' tray impales your gut, you're reminded of how you failed — yet again — to de-blubber before your vacation.



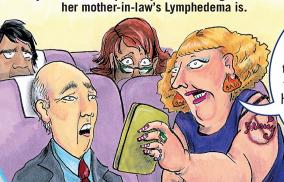
THE SILENT WEEPER

Maybe she just got dumped, or buried Grammie, or found out her housesitter thought Weensy was an *outdoor* kitty, but who cares?!? Her efforts to stifle her unrelenting sobs are seriously killing your airport bar buzz.



THE PERSONAL INFORMATION DIVULGER

This person makes you wish you could be meaner, but you can't — especially after hearing how bad



Oh, look at
this one! Can you believe he let me
take that?!? It was only, like, three hours after
our face-to-face. I mean, after Denny dumped me
to turn Jehovah, I swore I was gonna stay single, but
then Mom, right after the second surgery, she tells me
this cute guy checked out her profile, but she thought
he was too small, so she let me see it — and well, three
weeks later, I had my flight booked! And the
timing was perfect, because my kids were still
in Aunt Virg's custody. Do you know
about heavy periods?...





THE B.O. DUDE

Maybe this guy is allergic to deodorant, detergent and soap. Or maybe he just didn't have time to shower after the triathlon. Or perhaps he's just wearing his lucky flying jacket that hasn't been dry-cleaned since the mid-70s — doesn't matter; he stinks.



THE ANGRY DRUNK

His slurred, apathetic tirade towards the airline/government/ex-wives/liberal media creates the perfect ambience for the meditation tape you can't hear over his boozy ramblings.

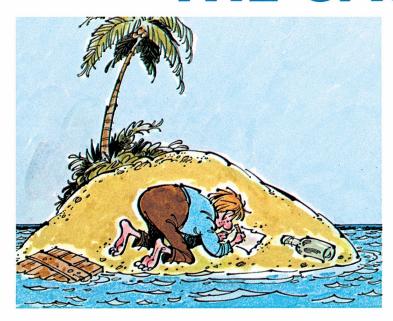
Maybe if I say it
in ESPANOLIE, youse'd all unnerstan'
the POINT is that they got no gotdam RIGHT
tellin' me to take my #@&* shoes off! I got
the right to bear SNEAKERS for

And I'm sicka
the Mohammed Gandhi there
terrorizin' and the whole damn thing is a
conspiracy what with that Annerson
Cooper guy an'...



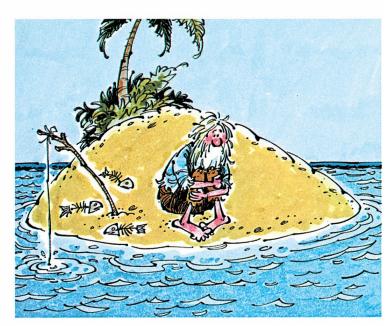


THE CASTAWAY

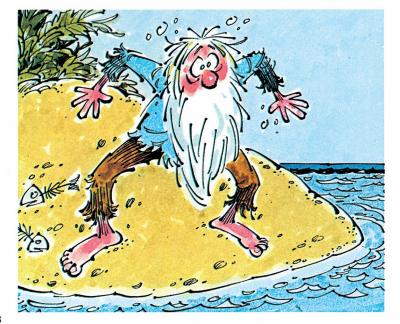


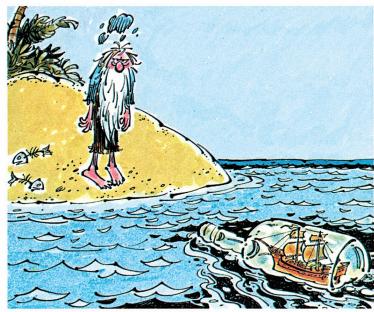






WRITER AL JAFFEE ARTIST PAUL COKER, JR.

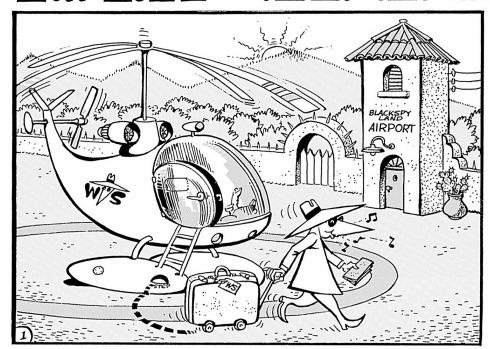




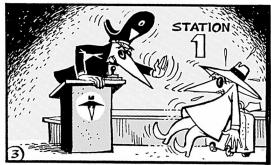
ORIGINALLY PUBLISHED IN MAD #182 APR 1976

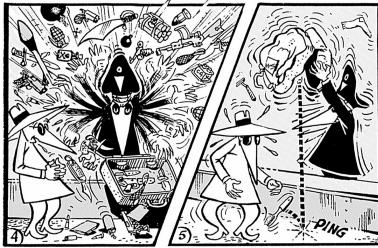


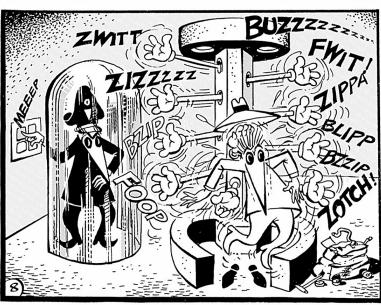
SPY VS SPY THE TOURIST





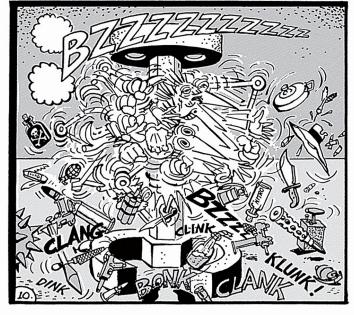




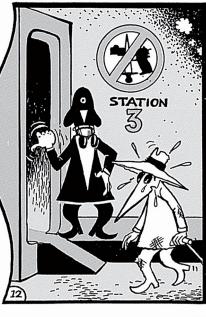


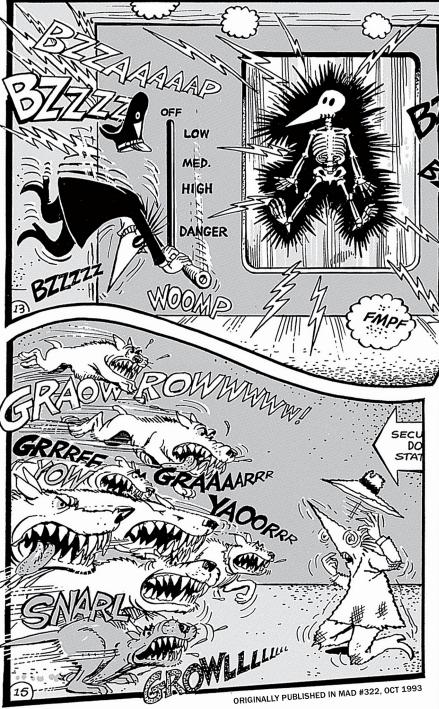


WRITER DON "DUCK" EDWING ARTIST GEORGE WOODBRIDGE



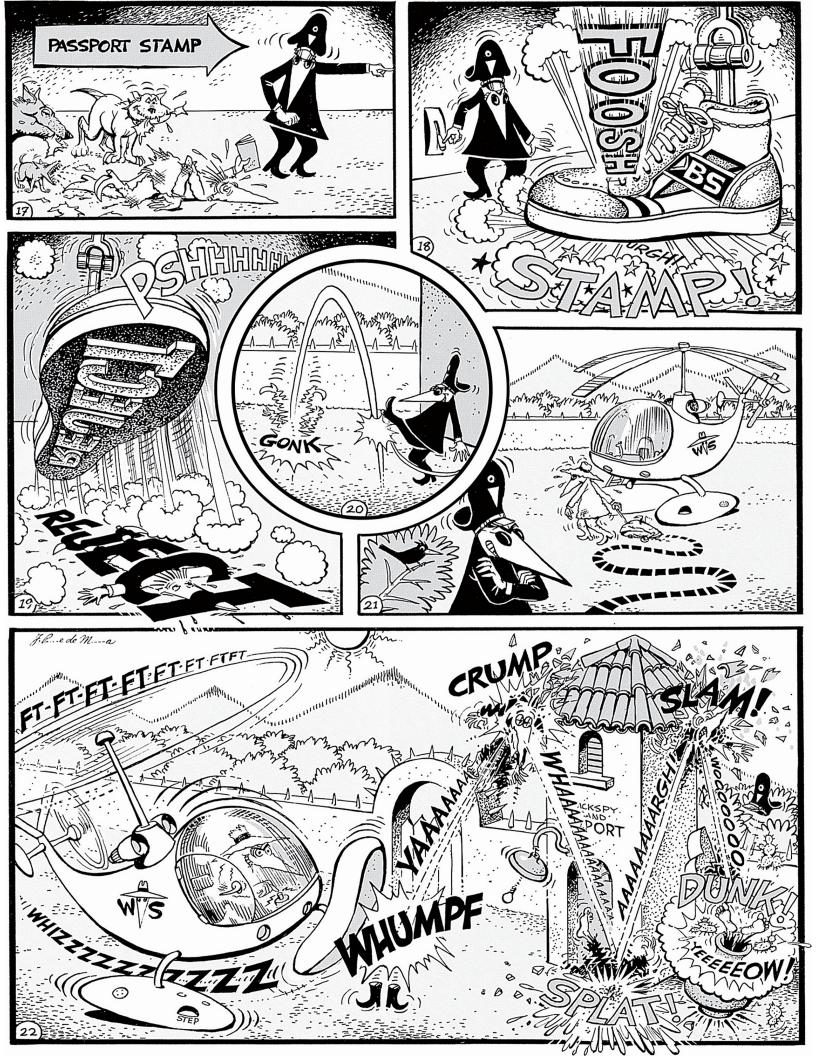












Twelve teams travel around the world in just 30 days! It's a frantic race to win \$1 million! At first it was exciting to see the teams dashing through exotic foreign locations, bickering couples squirming as they had to eat weird alien delicacies. But now we're up to the 11th go-round of this series and it's getting pretty boring watching the same tired routines over and over. Quite frankly, this once thrilling show has become...

T HAE

I'm Pill KingHam! You're watching twelve teams from all around the world converge on this desolate spot in the Florida Everglades! Actually, all twelve of these teams are staying in a rundown motel just a mile from here provided by the producers. They could have all come in a mini-bus, but isn't it so much more impressive to say they've come from places far and wide? Some are arriving today by airboat, some are arriving by helicopter.

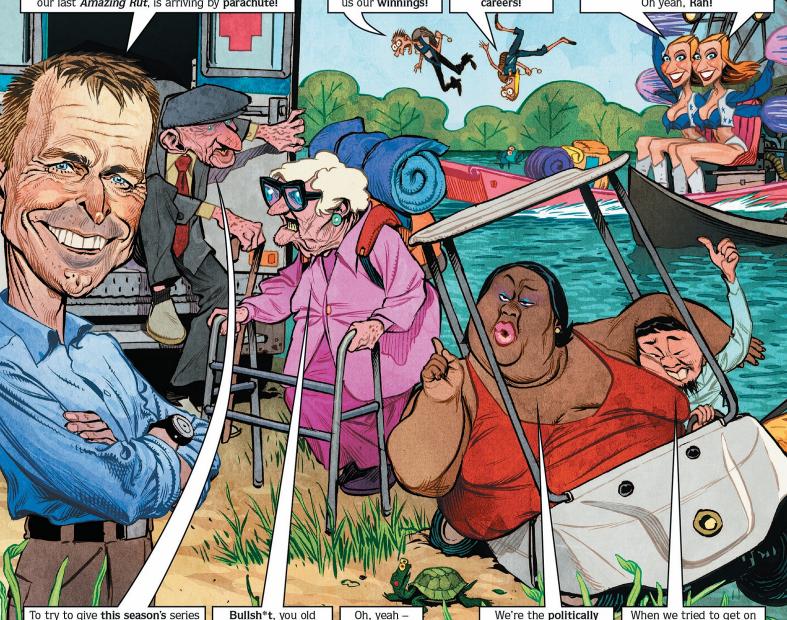
And one returning team, the two successful male models who won the \$1 million dollars in our last *Amazing Rut*, is arriving by parachute!

My God, the packs the producers gave us don't have parachutes in them! No wonder they said we'd get our \$1 million prize after we appeared in this new series! It was their crappy way of not paying us our winnings!

Stop being so gloomy! Look on the bright side — it's great that our faces are back on national TV again. This should make quite a big impact on our modeling careers!

We're Tiffany and Tiffany! We're identical twins! We're so identical we have the same first name! We're cheerleaders — which is odd, because the town we come from is so small it doesn't have any sports teams! But the producers said we could be on the show anyway, as long as we wore these short skirts and tight sweaters! Rah! Rah! — uh, what's the third word?

Oh yeah, Rah!



To try to give this season's series a different look, they've added us! We're the oldest couple ever to appear on *The Amazing Rut!* The producers told me that having us on the show was a way to show America that being a senior doesn't have to mean you're really over the hill!

Bullsh*t, you old fool! They wanted us on the show because watching old people fall down on camera is really good for a laugh!

Where's a giraffe?

I'm sure they also considered the fact that one of us is hard of hearing as comedy gold! We're the politically correct interracial couple! I'm big and overweight, and my Asian boyfriend here is thin and anemic! You probably think we make a strange combination and you're right!

When we tried to get on the show with our real partners, we were turned down! Then we got this wild idea to walk back into the producer's office pretending to be this weird couple and bingo, we're on the show!



My daughter was a problem teenager!
She ran away from home many times and hung out with a bunch of low-lifes! But I convinced her to enter this grueling race with me as a way to reconnect!

I still don't think this is a good idea, daddy. I'm eight months pregnant! I can hardly move!

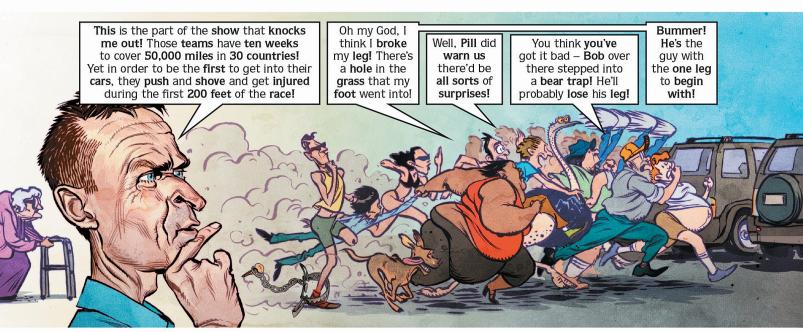
Well, if you're gonna start out with that no-can-do attitude, Let's just drop out now!

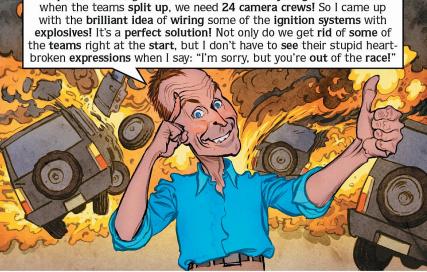
I thought by I told you we being on The would get on Amazing Rut I'd the show! get to see things, We're a but the inside of natural! an alligator's I have only stomach is not one leg, and what I had in you only have mind! one arm!

Well we better win
the million dollars!
It's probably gonna
cost almost that
much to get our
limbs sewn back
on! I hope we
didn't cut them off
for nothing!

33



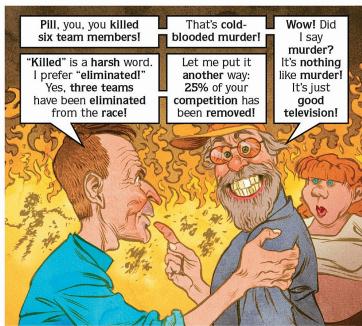


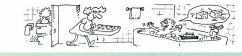


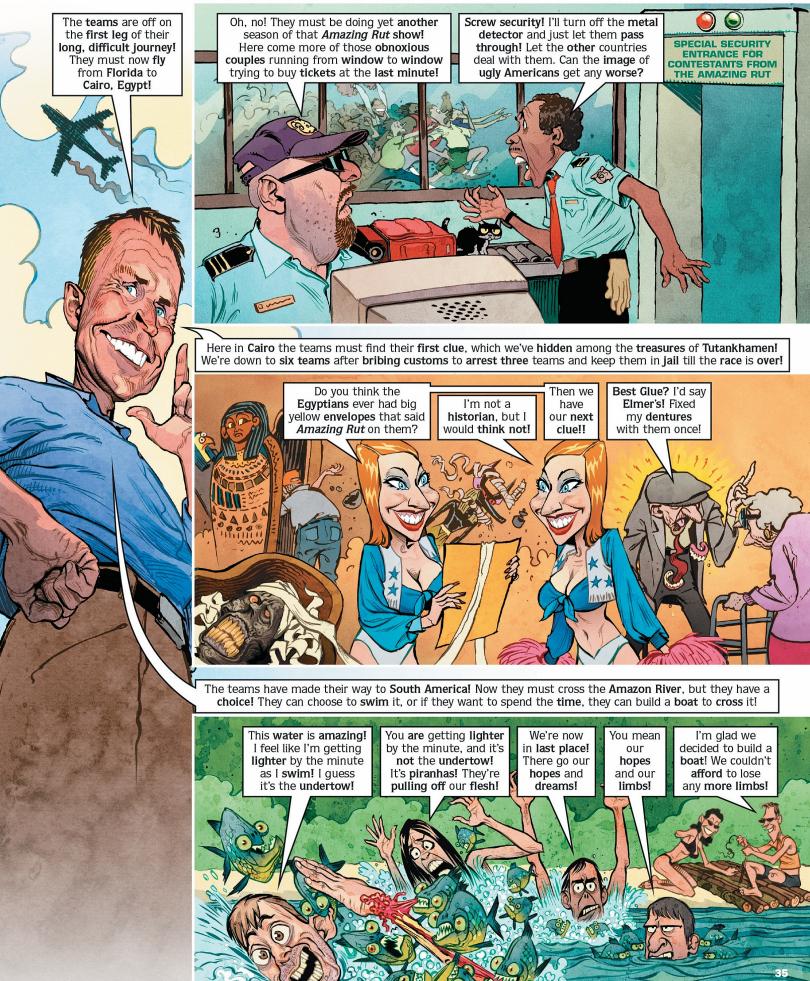
I did promise those teams lots of surprises and they're seeing one of

the biggest surprises right now! CBS was complaining about the

expense of having a camera crew follow every single team - and

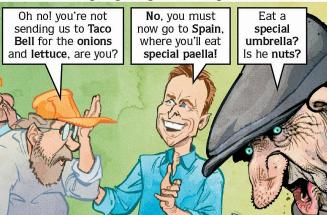






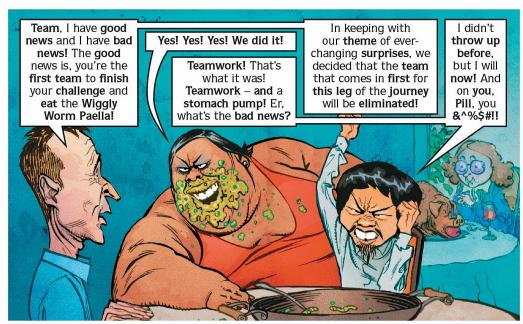


We're working through the **teams** rather **quickly!** Six teams entered the **Amazon** and thanks to our friends, the **piranhas**, **four** teams **came out!** Now, in sticking with our "**never fail formula**," it's time for the **remaining four teams** to eat something **disgusting** in order to get their **next clue!**







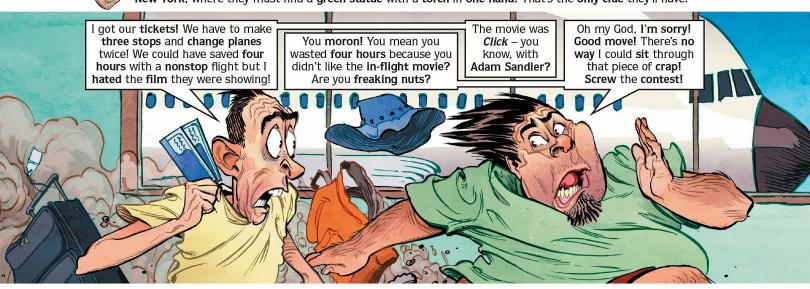


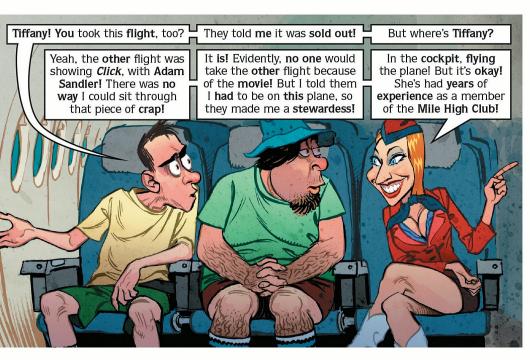


ORIGINALLY PUBLISHED IN MAD #476, APR 2007

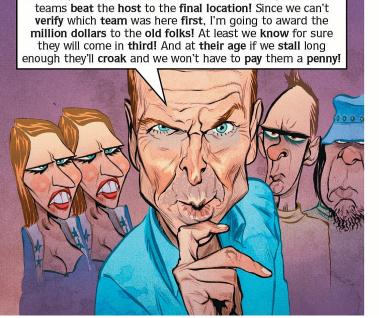


We're down to three couples now. Our limb-challenged couple didn't even make it into the restaurant challenge, because that place has a four limb minimum! The remaining three teams now have to fly back to New York, where they must find a green statue with a torch in one hand! That's the only clue they'll have!

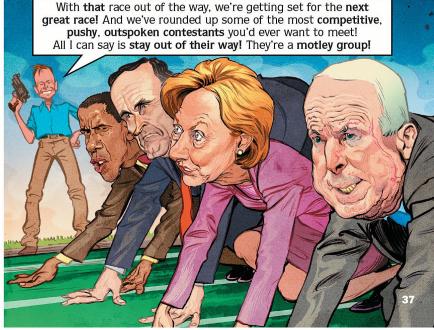








Hmmm, this is a situation we never had before; where the



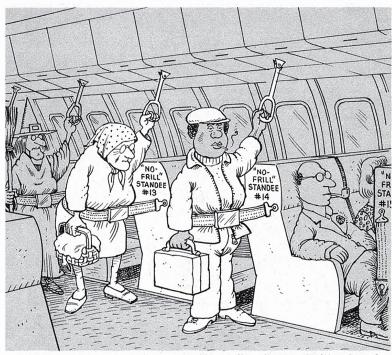




The airline industry is in serious financial trouble. Because of inflation, operating costs, such as fuel, food poto pass these increases on to the passengers. And so, in order to make air travel cheaper and thus attractive to austere type of air travel in which some of the fancy services such as "meals" have been eliminated. If the ed

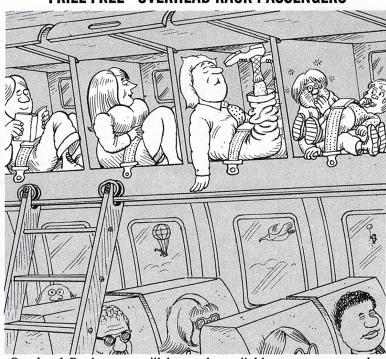
FUTURE "NO-FRILLS A

"FRILL-FREE" STANDING ROOM PASSENGERS



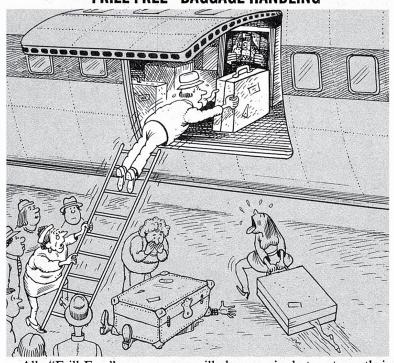
Cost-conscious travelers will be offered "No-Frills Standee Accommodations" which consists of flying erect from point to point securely tucked into their Standing Room Safety Belts.

"FRILL-FREE" OVERHEAD RACK PASSENGERS



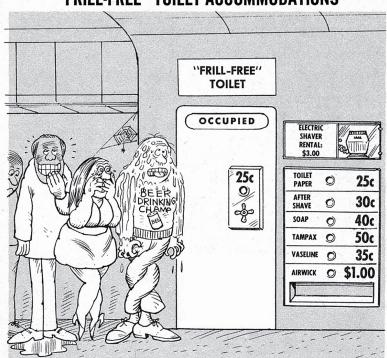
Overhead Rack space will be made available to passengers who do not care to stand coast-to-coast, and will happily settle for the cramped "No-Frills Individual Cubicle Accommodations."

"FRILL-FREE" BAGGAGE HANDLING



All "Frill-Free" passengers will be required to store their own luggage aboard the aircraft before flight, and will also be required to retrieve it upon arrival at destination.

"FRILL-FREE" TOILET ACCOMMODATIONS



Fancy Johns with free goodies like soap and French perfume will be out for "Frill-Free" passengers. One "Pay Toilet" with "Coin-Operated Necessity-Dispenser" will be available.

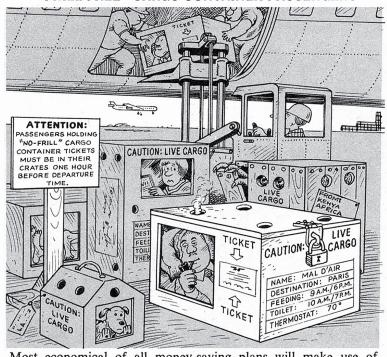
ersonnel, and fancy services, have skyrocketed. However, because of the recession, it is no longer possible more people, something called "no-frill flying" has been introduced. This plan offers lower fares for a more conomic crunch continues and the idea catches on, we may soon be seeing these...

MMICKS

WRITER DICK DEBARTOLO & AL JAFFEE

"FRILL-FREE" CARGO CONTAINER PASSENGERS

"FRILL-FREE" ROUGH RIDE TREATMENT

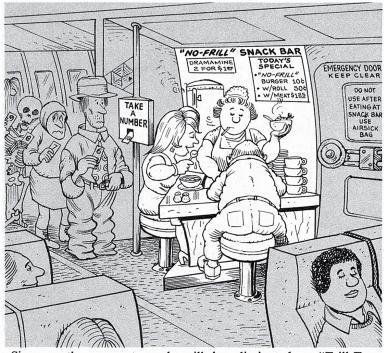


Most economical of all money-saving plans will make use of Cargo Container Holds, where the budget-minded air traveler will be offered "No-Frills Individual Crate Accommodations."



Common Air Sickness Trough for "No-Frills" passengers will eliminate need for expensive Individual Air Sickness Bags, and will also eliminate cost of removing used (ecch) bags.

"FRILL-FREE" EATING ACCOMMODATIONS



Since costly gourmet meals will be eliminated, a "Frill-Free Snack Bar" will be installed for use by "Frill Free" passengers. Unfortunately, Snack Bar will only seat two at a time.

"FRILL-FREE" EMERGENCY EQUIPMENT

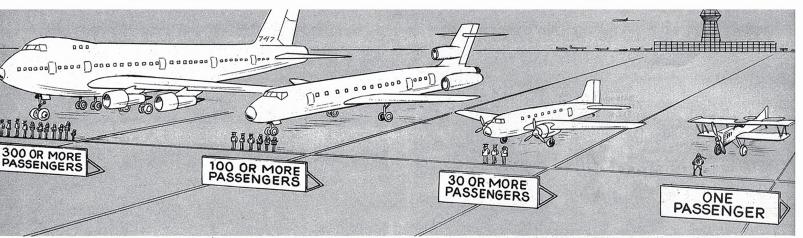


Airlines now provide costly Life Vests and Emergency Oxygen equipment. "Frill-Free" passengers will be satisfied with simple-to-understand Swimming Instructions and an Air Tube. 39



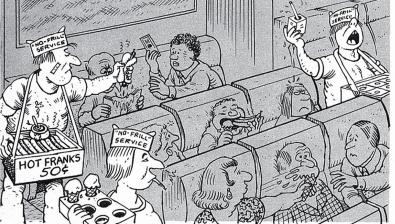
IN ADDITION TO "FUTURE 'NO-FRILLS' AIR TRAVEL GIVEN HOW AIRLINES CAN INCREA

INTERCHANGEABLE PASSENGER ACCOMMODATION EQUIPMENT



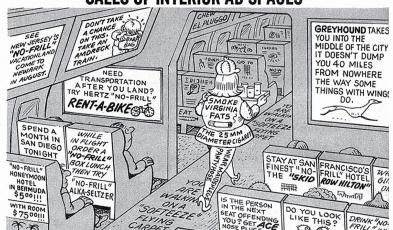
Obviously airlines lose plenty when 6 people fly jets that normally seat 365 and require crews of 18. With this new system, airlines will only use the equipment necessary to accommodate the exact number of passengers that show up.

FRANCHISED PASSENGER SERVICES



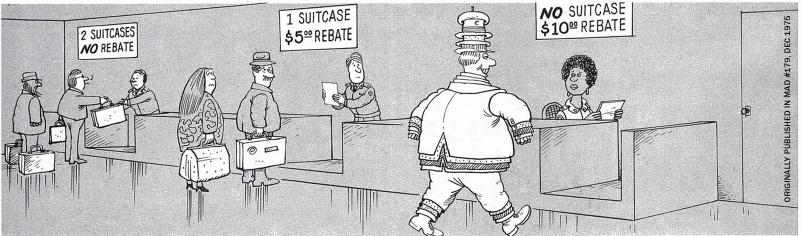
Airlines can save millions by eliminating all free meals, and then earn additional revenues by selling franchises to concessionaires who would supply passengers with food.

SALES OF INTERIOR AD SPACES



Eliminating free newspapers and magazines would save money, and then the airlines can earn additional income by selling spaces for ads...which bored passengers will eagerly read.

REBATE PLANS TO ELIMINATE EXCESS BAGGAGE WEIGHT



Since modern jet planes consume costly fuel in direct proportion to the amount of weight on board, the elimination of excess baggage would mean substantial savings. A system of "No Bag" or "One Bag" rebates could prove very effective.

MMICKS", HERE ARE SOME OTHER MAD IDEAS ON...

SE REVENUES AND PROFITS

RENTAL OR LEASING OF VALUABLE BOARDING APRON SPACE



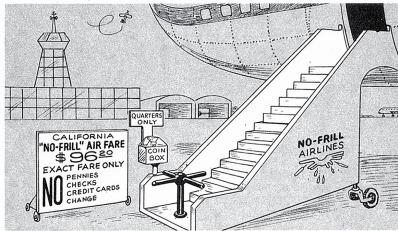
To raise additional revenue valuable runway boarding space can be rented to concessionaires who will sell everything from local souvenirs to fake photos of "No-Frill" passengers sitting in what looks like the First Class Section on board.

COIN-OPEATED SEAT DISPENSERS

DIN OPERATION FOR SEAT 6-B	COIN OPERATION FOR SEAT 6-A
SAFETY BELT FASTENED SAFETY BELT RELEASED SAFETY BELT RELEASED EMERGENCY PROCEDURES AND A DIAGRAM OF EMERGENCY EXITS SOF (3 for \$1) OVERHEAD READING LIGHT AIR CONDITIONING MUSIC SNACK TABLE RENTAL S1.00 PILLOW RENTAL BLANKET RENTAL S2.00 COMBO/BLANKET/PILLOW ANNOUNCEMENTS FROM CAPTAIN THAT MAY CONCERN YOUR LIFE \$2.00	SAFETY BELT FASTENED SAFETY BELT RELEASED SAFETY BELT RELEASED DIAGRAM OF EMERGENCY EXITS OVERHEAD READING LIGHT OVERHEAD READING LIGHT SOF AIR CONDITIONING MUSIC SNACK TABLE RENTAL FILLOW RENTAL BLANKET RENTAL SLOO ONE OF THE OWN COMMON COM

Airlines can generate huge revenues by charging for all the services that are now supplied free. A coin operated seat-dispenser will give passenger his choice—for a slight fee.

SELF-SERVICE TICKETING RAMPS



Eliminating "Ticket Office" and "Reservation" personnel can effect huge savings. One way airlines can accomplish this is to introduce "Pay-As-You-Enter" ramp-systems for all flights.

"FLY-BY-WEIGHT" FARES TO COVER RISING FUEL COSTS



Another effective method of passing on rising jet fuel costs is to institute a "Fly-By-Weight" system in which all of the fat, overweight slobs would be forced to pay their fair share of flying expenses in relation to all the skinny light slobs.

REMEMBERS ALJAFFEE

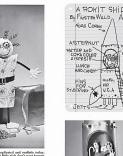
On April 10, 2022, MAD legend Al Jaffee passed away at 102. Mr. Jaffee was the magazines longest-running contributor, from his debut in MAD #24 in September 1955 all the way to his retirement in 2019 more than six decades later. Creator of the classic MAD Fold-Ins, Snappy Answers to Stupid Questions, and myriad MAD inventions, Al's impish outlook on life in combination with his immense creativity truly was what made MAD Magazine the benchmark humor publication of pop culture parody and satire. And along the way he inspired generations of young readers to enjoy the absurdities of life with tongues firmly planted in cheek. Please enjoy this sampling of a few of Al's classic pieces and these remembrances from a few his closest Usual Gang of Idiots. He will truly be missed.



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Al hand crafted the models for this charming piece from MAD #76, January 1963





Perfect example of Al's *Tall Tales* series, syndicated in the N.Y. Herald Tribune, reprinted in MAD #57, September 1960

THE TELEVISION STUDIO COLOR TV STUDIO BLACKS WHITE TV STUDIO STUDIO B. STUDIO B.





Back cover of MAD #102, April 1966

MAD'S SNAPPY ANSWERS







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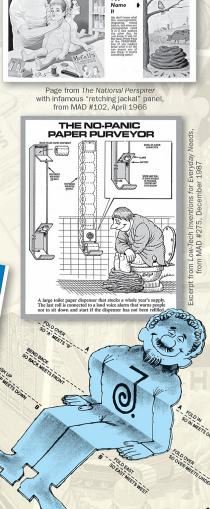


TURBANED EASTERN MAGICIANS CREATE STUNNING Mind-boggling illusions, ingenious gaddets Baffle audiences that are easy to thick into Giving the magician the reaction he wants

Fold-In from MAD #191, June 1977

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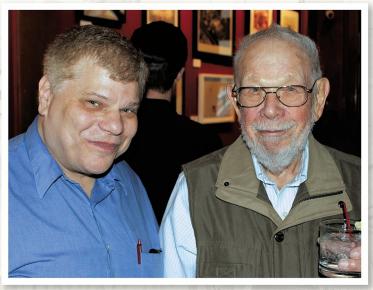


And So They Were Married

REMEMBERS AL JAFFEE

At the 1984 MAD Christmas Party, the first I attended, I excitedly scanned the crowd of guests. When I saw a curly-haired gent with a goatee, glasses, and a mischievous smile, my jaw dropped – "That's AI Jaffee!" my inner fanboy screamed to myself. AI was five or six contributors rolled into one—he could write all manner of MAD articles and draw them and other writer's in four or five different styles. Plus, AI had a knack for creating premises that fit MAD like a six-fingered glove. That I had the chance to work with him, eat with him, travel with him, laugh with him and be considered a colleague by him is like winning bragging rights for life. They say "Only the good die young," but AI shattered that rule! He was MAD's MVP till the end. I'd just like to hear his response when Saint Peter asks, "Are you here to enter Heaven?"

-Charlie Kadau, MAD Senior Editor Emeritus, 1985-2017



Enjoying a cocktail with MAD Senior Editor Charlie Kadau

Al minute of the state of the s

Al Jaffee was a comfortable constant in my life. This write-up could probably end there...but it won't.

Inside the pages of MAD, which I discovered in Mrs. Pitts's fifth grade classroom, was a gateway to a weird new world: a world where grown-ups weren't perfect, and it was okay to laugh at the absurdity of society's sacred cows.

In between the movie parodies and various regular features, there was Al Jaffee. Silly and oddly comforting, his art and writing welcomed the reader in on the joke with a loving wink and a nod.

Decades later, I learned first-hand that the interpretations from my early years were an accurate reflection of the man. Like his art and writing, Al was full of love and fascination, with a sly demeanor that was disarming yet formidable. These qualities were glued together by a twisted and otherworldly sense of humor and self-awareness.

Al didn't hide behind his drawings; Al WAS his drawings.

—Ed Steckley Artist and one of the Usual Gang of Idiots

Al Jaffee caricature by Ed Steckley



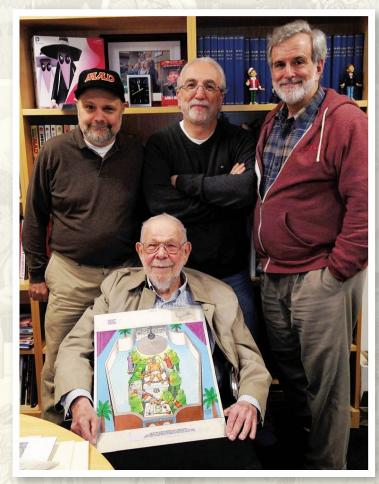
Al in his NYC studio, perusing some of his multitude of paste up boards

When talking about Al Jaffee with my fellow idiots at MAD, I would affectionately refer to him as "a man with a unique talent." Al was the only person in American history who when filing his taxes listed "Fold-In artist" as his occupation. From its debut in 1964 and for the next 55 years, the Fold-In was MAD's distinctive grand finale, never failing to provide pure ridiculousness, biting social satire – or both! It was the Fold-In, more than any other feature, that made MAD different from other magazines. Even MAD's countless imitators couldn't imitate it. In 2017, at age 97, Al was still carrying his completed Fold-Ins rendered the old-fashioned way over a drawing board, to the MAD office in his portfolio — to applause from the staff I might add. But Al was hardly a one-trick pony. He gave us Hawks and Doves and Snappy Answers to Stupid Questions and so much more. If ever there was a MAD genius, it was Al Jaffee.

-Joe Raiola, MAD Senior Editor Emeritus, 1985-2017 (BIG DEAL!)

Al Jaffee was unquestionably a prodigious talent, and at the same time the nicest, most courteous gentleman imaginable. In my 19 years as MAD art director, I never worked with anyone so open to collaboration or more willing to give credit to others, whether deserved or not. I feel blessed that our professional relationship evolved into a true friendship.

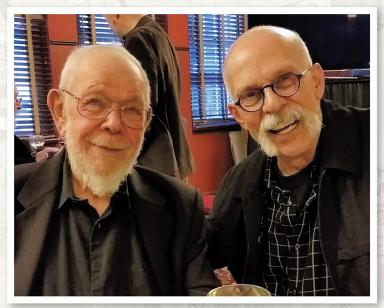
-Sam Viviano, MAD Art Director, 1999-2017



Always a fun filled afternoon when Al hand delivered his latest Fold-In to the NYC MAD offices. Here's a 2017 visit with then MAD Senior Editor Joe Raiola, Editor-in-chief John Ficarra, and Art Director Sam Viviano

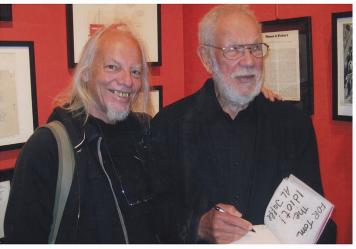
A Jaffee memory: The Usual Gang of Idiots were sitting around a huge campfire somewhere in Africa. The fire was to keep wild animals away. We were on one of publisher William M. Gaines's incredible bonus MAD trips for those who had more than 25 pages published in MAD in a year. Two people from another tour group joined us and one asked: "What is the staff of MAD Magazine doing in the middle of Africa??" Without missing a beat Jaffee replied: "We're on a tour of Puerto Rico booked by a really stupid travel agent!" Great laughter all around...my god, Al will be missed.

-Dick DeBartolo, Writer, Former Creative Consultant



Al with MAD's longest contributing writer the one and only Dick DeBartolo





Is this a tribute to MAD's brilliant, very smart, genius Al Jaffee who recently died at the age of 102?

- 1) No, this is the Oscars, and the winner is "Everything, Everywhere Folded-In All at Once."
- 2) No, this is the Jewish Santa Claus look-alike memorial and there is only one entrant: Al Jaffee.
- 3) No, Sigmund Freud's ghost has decided to return without his cigar and haunt the pages of MAD.

Ask a Stupid Question, get a Snappy Answer. Al, thank you for being a guiding light to millions of us 98 pound weaklings, and for illustrating the way to correctly misspend our youth. I will miss you MADly.

-Peter Kuper, Cartoonist/Idiot



MAD UGOI's Peter Kuper, Al Jaffee, and Desmond Devlin, at NYC Society of Illustrators event

Who among you has enjoyed a good run at your job? The kind of hot streak that really put you in solid at the office, and gave you career security? Good for you...but Al Jaffee has you beat.

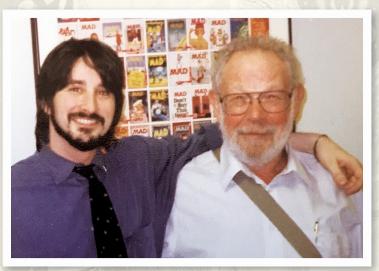
- In MAD #86 (April 1964), Al debuted his first Fold-In.
- In issue #91 (December 1964), Al debuted his first full-fledged "inventions" article, "Some MAD Devices for Safer Smoking."
- In issue #98 (October 1965), Al debuted his first "Snappy Answers to Stupid Questions."

Those are three very different comedic structures. Thought up by one man within a year and a half. Each of those ideas pulls you in and makes you more than a reader. They make you a participant.

Al's concepts were so strong and so fertile that he was able to revisit those three formats again and again for the next 55 years! I'd say that was a pretty decent year and a half for Al Jaffee.

His work is part of my bloodstream. I'm indebted to his mind and humor and privileged to have known him.

-Desmond Devlin, MAD writer from age 19 to subsequent decrepitude



Charles Kochman and Al in 1996 at the MAD offices, taking a break from working on MAD: Fold This Book! A Ridiculous Collection of Fold-Ins

It's safe to say that everyone reading this has never lived in a world AI Jaffee wasn't a part of it. It says a lot about him that even at 102 he left us too soon. Growing up reading MAD, I never imagined I would meet AI much less that I would edit several of his books or that we would become friends. For the better part of 30 years, we would get together for dinner at least once a month. In 2016, I had the honor of inducting Al into the Harvey Kurtzman Hall of Fame. Taking a cue from Snappy Answers I began, "Am I here to introduce Al Jaffee? No, I am here to deliver his eulogy." The crowd groaned. "Let's face it," I continued, "AI is old. When he was born, they were still using A.D. on his birth certificate." Al laughed, and thankfully everyone followed. Even though he is no longer with us, and I miss him terribly, I'd like to think he wouldn't mind my repeating that joke here.

> -Charles Kochman, Editor-in-Chief, Abrams ComicArts (Formerly Editor of Licensed Publications at DC Comics/MAD)





s of this writing, the great

Al Jaffee is still very much alive and well. (347 years old-amazing!) I'm a lifelong fan of Al's and have always been enormously entertained by his work in MAD, including the iconic "Snappy Answers to Stupid Questions" and of course the legendary Fold-Ins. I'm still picking up pieces of my brain off the floor after finding out that I was the subject of one of those Fold-Ins back in 2014.

But he's also responsible For my single most-favorite one-panel cartoon ever.

When I was growing up in Lynwood, California, Kenny Rokos lived directly across the street from me. I liked Kenny well enough, but what

this was a convenient way for me to get my fix.

I remember one day I was thumbing through a 1966 back issue and stumbled upon this three -page article by Mr. Jaffee. Honestly, I don't even remember what the article was about, but I'll never forget one of the images that it included: a very realistic-looking Dennis the Menace cartoon in which Dennis is running into the kitchen to proudly show his horrified mother a human skull. The caption: "LOOK WHAT I FOUND IN MR. WILSON'S HEAD!"

This completely short-circuited my brain. Without exaggeration, I may have laughed for 20 minutes straight. It was the funniest thing I had seen in my life up to that point—and frankly, I can't think of any other time in my life when I've laughed harder.

I mean, it's such a dark joke. It creates such an absurd and disturbing visual image: Was Dennis playfully clawing all the flesh off of Mr. Wilson's detail is magnificent-it's virtually identical to Hank Ketcham's comic art. I probably learned that important lesson about the craft of parody from this cartoon as well.

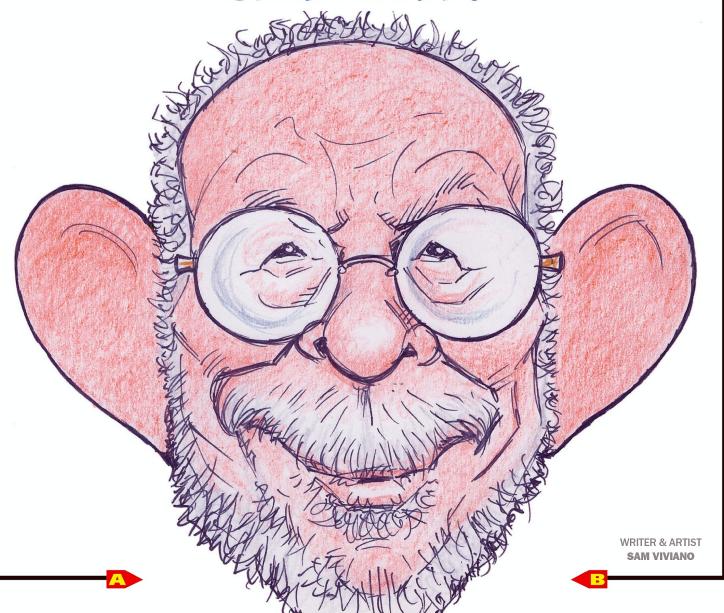
A few years ago I heard that beloved longtime Simpsons writer George Meyer deemed this cartoon his all-time favorite as well. For an obscure little drawing hidden away in a threepage article in a magazine that's over half a century old, I think that's really saying something.

Anyway, thank you, Al Jaffee, for the many, many, many laughs over the years. And here's to 347 more!





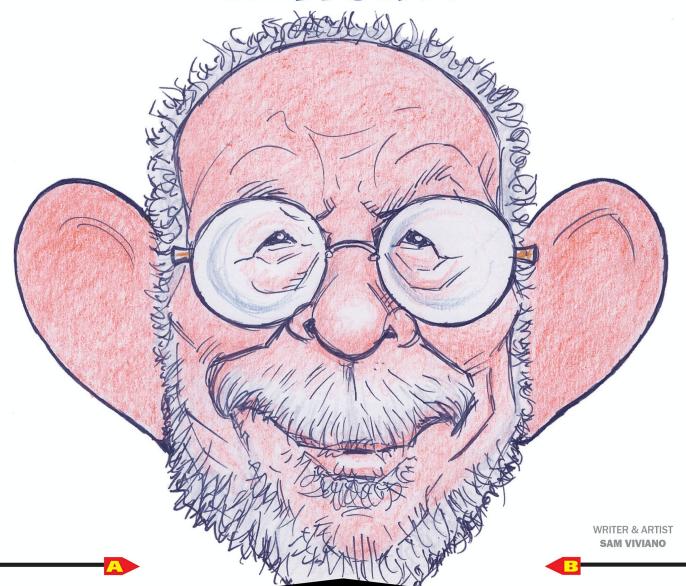
WISE MISTER JAFFEE HAD A LOTTA NERVY NERVE TO BE YOUTHFUL FOR YEARS, MORE THAN A WHOLE EVENTFUL CENTURY!





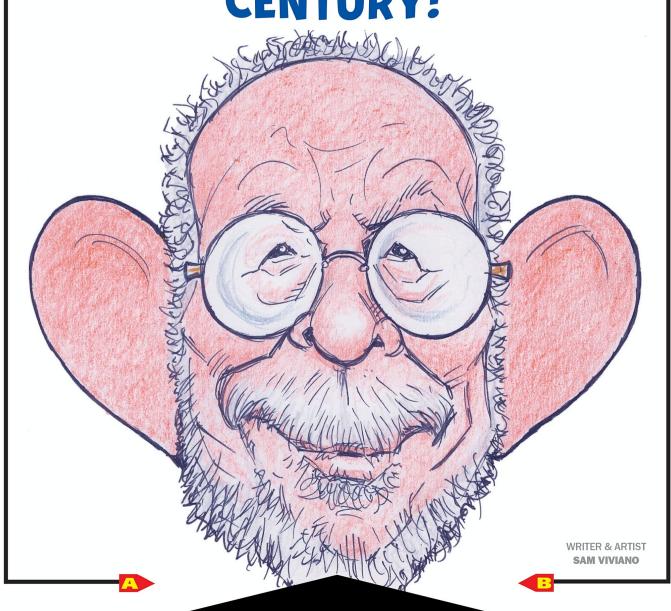


WISE MISTER JAFFEE HAD A LOTTA NERVY NERVE TO BE YOUTHFUL FOR YEARS, **MORE THAN** A WHOLE EVENTFUL **CENTURY!**

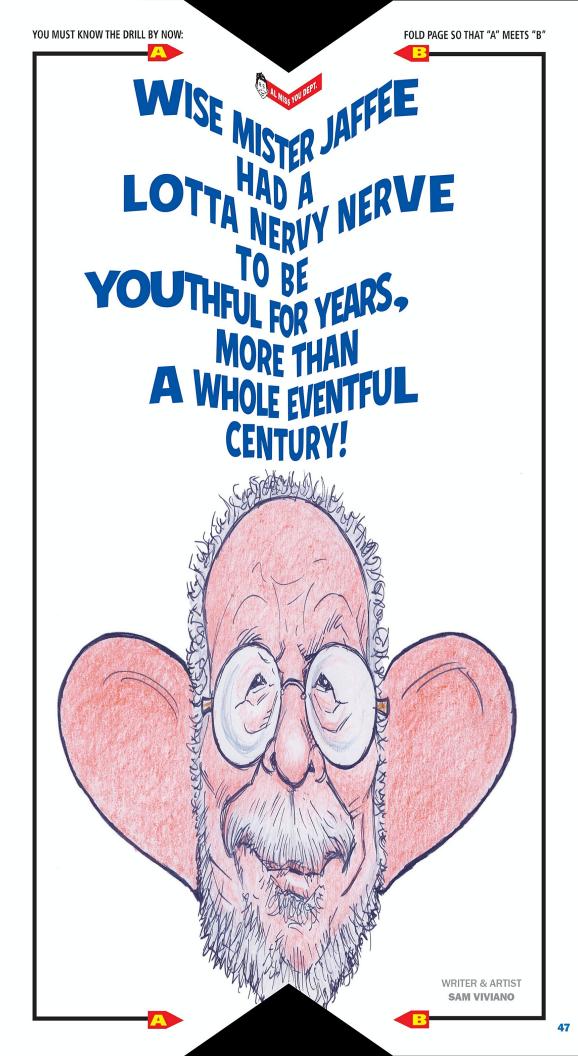


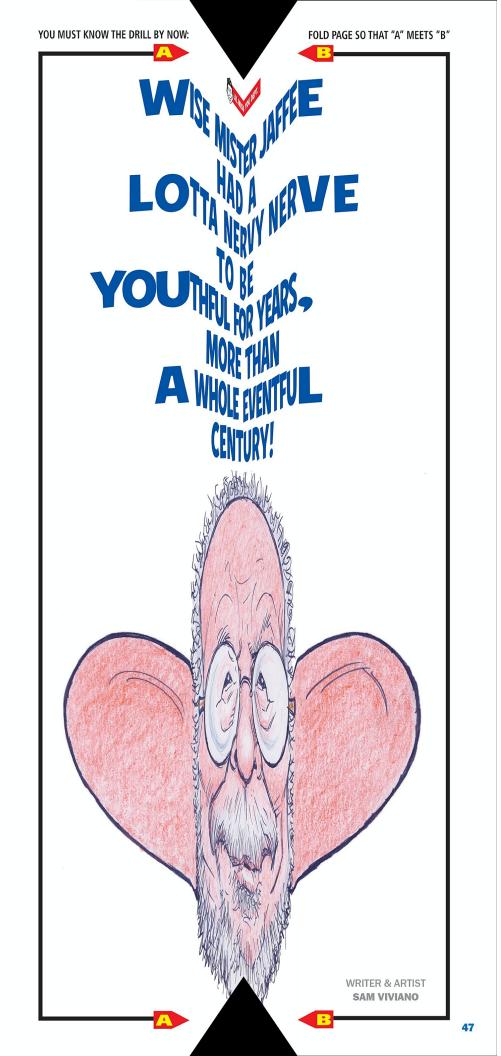


WISE MISTER JAFFEE HAD A LOTTA NERVY NERVE TO BE YOUTHFUL FOR YEARS, MORE THAN A WHOLE EVENTFUL CENTURY!



WRITER & ARTIST
SAM VIVIANO





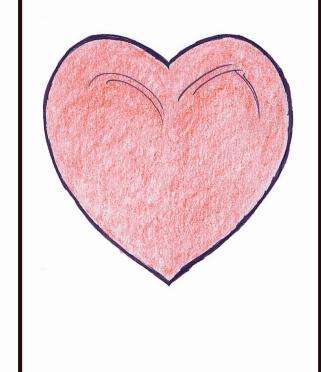


WE

LOVE

YOU,

AL



WRITER & ARTIST

There will always be a debate about who is the "Greatest of All Time" in anything creative, but the sign of true greatness is always being one of the people in that conversation.

Any debate about the greatest cartoonist of all time that does not include AI Jaffee is not a legitimate debate.

Like so many, I grew up a fan of MAD Magazine. I loved the work of Harvey Kurtzman and Will Elder and Jack Davis and Sergio Aragonés and Mort Drucker and Wally Wood and...well the list is too long to go on. MAD has been spoiled by having some of the greatest cartoonists ever as major contributors. But if I was forced to pick who was the greatest of the great in MAD, for me the choice really is no choice at all.

Al Jaffee was the greatest cartoonist who ever worked with MAD Magazine, and for me the greatest who ever put pen to paper, period. Sergio is right there for me as well, another genius of writing and art combined, but Al still takes the prize. No one ever did what he did as brilliantly as he did it for as long as he did it. No one. He was one of a kind.

Al was not the greatest artist that ever worked for MAD. That would probably have to go to Drucker or Davis or Wood. He was not the greatest writer that ever worked for MAD either...that title might have to go to Frank Jacobs or Dick DeBartolo or Arnie Kogen or Desmond Devlin or Tom Koch or...again, too long a list. He was the greatest *cartoonist* who ever worked for MAD. He combined both writing and art at the highest of levels and sustained that greatness over the course of MAD's long run. In my opinion Al was the undisputed heavyweight champ of MAD, not just for the brilliance of his work, but because he could do it all. He wrote, drew, or wrote *and* drew covers, features, movie, and TV parodies, one-page gags, multiple-page gags...there was nothing he could not do and do as well or better than anyone else. Many of his ideas for features became signature elements of the magazine. His gag inventions pieces often featured concepts that famously became *actual* products or technology. His Snappy Answers to Stupid Questions feature is a beloved staple of MAD. His Fold-In feature is just flat-out iconic, and a masterpiece of humor genius that lasted for well over 50 years in print. Al did them for every single issue (save two) from 1964 until 2019.

But MAD was not Al's whole story. He worked for Timely Comics (eventually Marvel) doing humor comics featuring his creations Ziggy Pig and Silly Seal. He did a syndicated comic strip called *Tall Tales* which was a vertical-format strip done in pantomime so it would appeal to non-English language papers. Al once told me a story about how his syndication editor insisted he add words to the strip, and when he did they lost two dozen international papers that carried it. I think the word Al used to describe that gentleman was *idiot* (...and not the "Usual Gang of..." kind).

One of the greatest perks of getting to work for MAD was getting to know some of my heroes like Mort and Jack and Sam and Angelo and Sergio, and especially Al. He was a humble genius who was simply a delight to be around, whenever I got that chance. He was just like his cartoons...genuinely funny, charming, and sharp-witted.

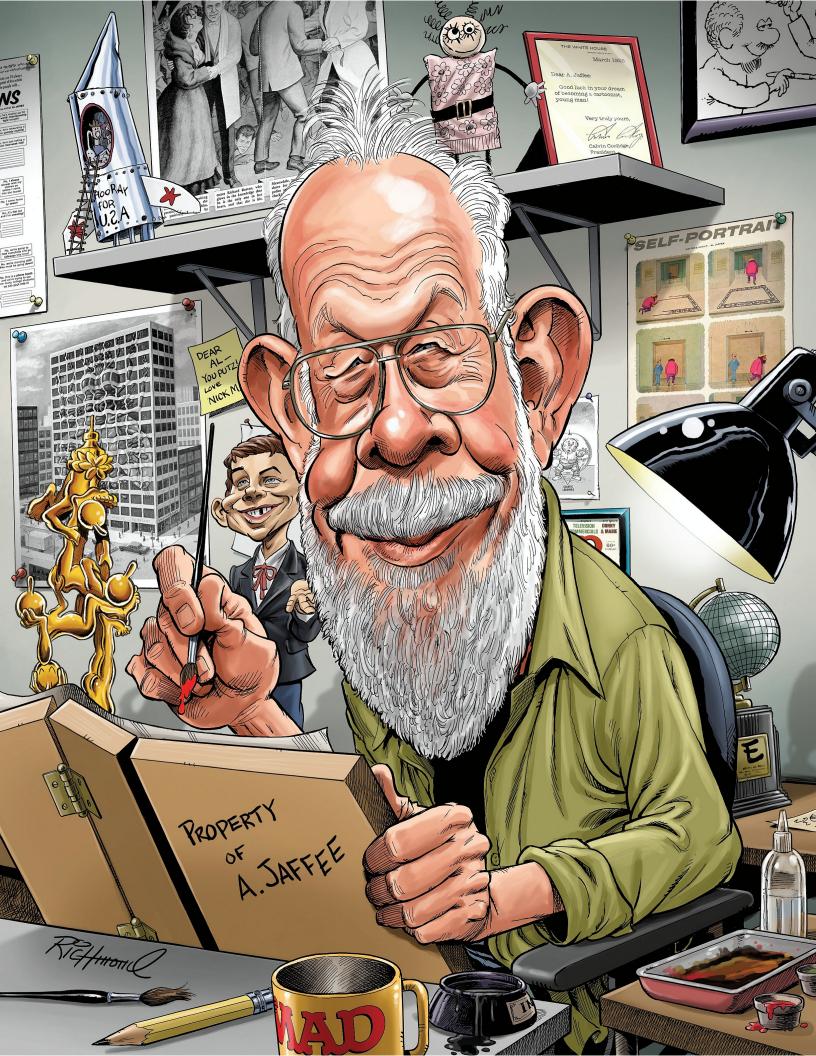
My favorite Al Jaffee story was when we were in Savannah, Georgia, at a MAD gathering for a Savannah College of Art and Design event. My wife Anna and I were having lunch with the group. We were seated at the end of the table with Al, his charming wife Joyce, the great Paul Coker Jr. and his equally charming wife Rosemary. We were chatting away when Joyce pointed at my arms and said, "Look at those muscles!" Then she turns to the then only 90-year-old Al and says "why don't you have muscles like that?"

Without missing a beat, Al looked at her and said in his distinct, deep voice:

"I'm too cheap to buy new clothes."

That's the kind of sharp wit and humor Al Jaffee generously shared with the world for more than 70 years as a cartoonist.

Planet Earth was lucky to have had Al Jaffee share his unmatched talent and humor with us, and especially lucky for it to have lasted for so long. Goodbye Al...and thanks for the laughs.













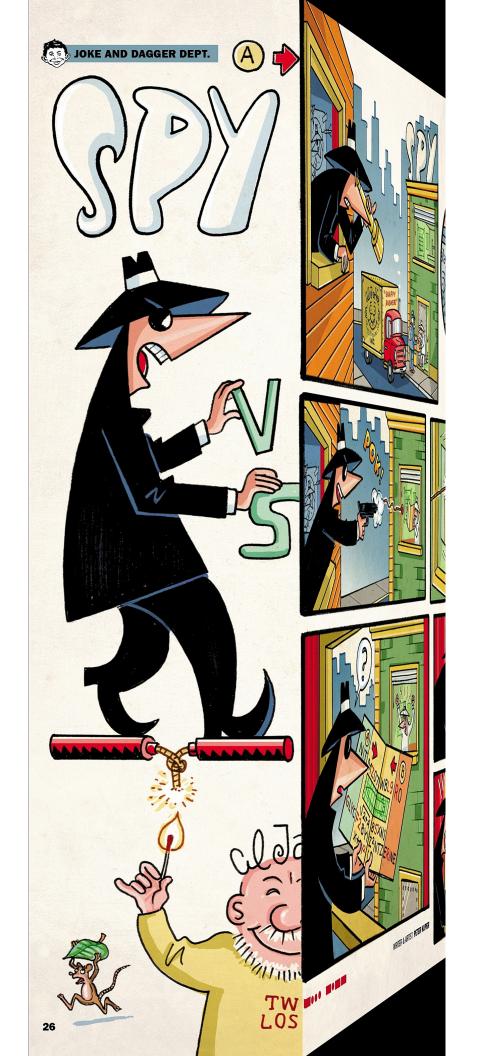


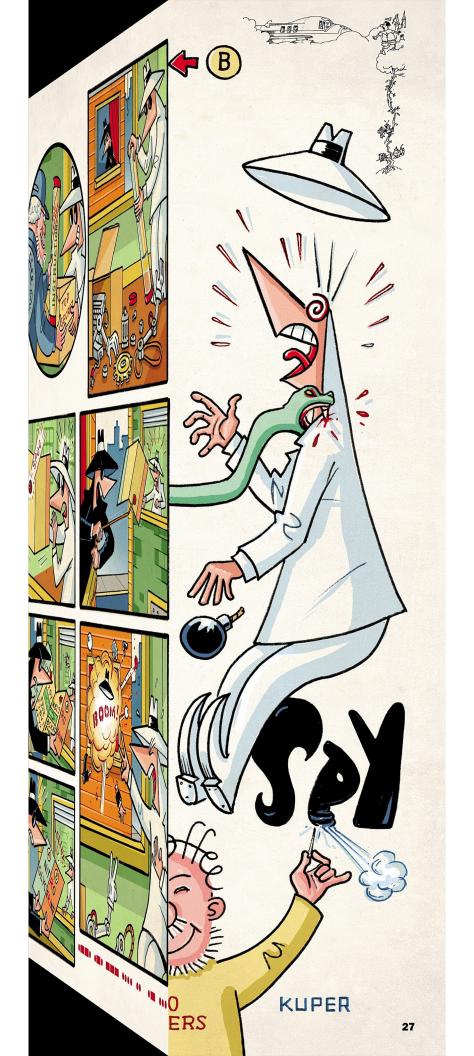


















Sergio Aragones Presents a LOOK























COLORIST CARRIE STRACHAN







at all entre some







FIRST TWO PAGES ORIGINALLY PUBLISHED IN MAD #14, AUG 2020





















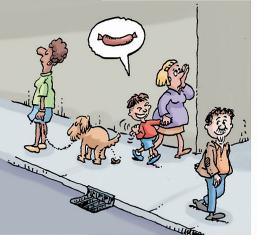












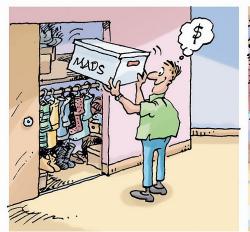


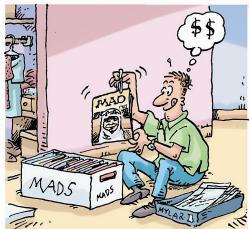










































®"HE WHO LAUGHS, LASTS"

If laughter be an aid to health, Then logic of the strongest Impels us to the cheerful thought that he who laughs lasts longest.

-W.E. Nesom, "Perverted Proverbs"

Written in 1917, this excerpt is supposedly the first instance of the playfully modified adage, "He who laughs, lasts." Penned four years before Al Jaffee was born in 1921, it perfectly sums up to me his impish outlook and amazingly longlived life in a nutshell. And Al lived an entire orchardful of trees covered with a lot of nutty shells!

When I was hired to art direct MAD Magazine in 2018, I had to pinch myself hard... really hard! Not only was this the dream job of all dream jobs, but the thought of working with some of the tenured "Usual Gang of Idiots," most of whom were the sole reason that I even went into a creative career, was unnerving to say at the least. So, imagine the huge bruises I gave myself realizing one of my assignments would be to art direct the one and only Al Jaffee. He was the master of all things I knew and loved about MAD! How could I possibly give the AI Jaffee any sort of direction on a Fold-In...he'd been making these masterpieces of MADness since before I was born!

After I stopped pinching and got up the guts to make the call to discuss the latest Fold-In sketches it was such a joy, even long distance, to meet and talk with Al. His baritone voice was so warm and inviting that immediately all anxiety was lifted. You could literally hear the twinkle in his eye! I got the sense he was genuinely open to my suggestions and appreciated the direction. And hearing his booming laugh after one of his snappy answers, was the cherry on top of it all.

Later that year, while out at New York Comic Con, I was lucky enough to get to meet AI in person and spend an afternoon with him at his studio. That day is of my most cherished moments, not only in my MAD history, but my life's history. Al Jaffee was one of a kind, and I'm truly honored and humbled to have been able to work with him. They broke the mold when they made you, Al, and I'm certainly thankful you helped mold me into who I am today.

> -Suzy Hutchinson **MAD Art Director**



PHOTO JASON LEVINE



Here's Al in his studio giving snappy answers to my stupid questions about the Fold-In he created for the annual MAD 20 Dumbest in MAD #5, Feb 2019.



Your innovative ideas, wisecracking wittiness, and sharp responses to the repugnant have shaped the very fiber of this magazine, as shown by the multiple generations of Jaffee-inspired cartoonists, humorists, comedians, and all sorts of silly, snappy satirists.

Thanks for making us look Idiotic—and making readers look twice—all these years. MAD wouldn't be MAD without you. The world is a much funnier place because of you.

ARTWORK ORIGINALLY PUBLISHED IN MAD #14. "ALL JAFFEE" ISSUE, MAY 2020

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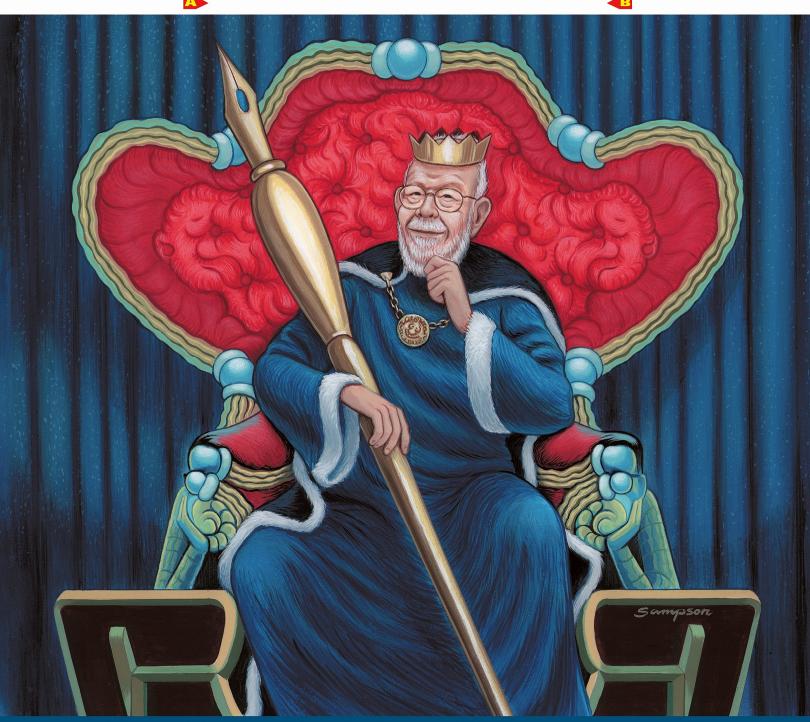
HERE WE GO WITH A SPECIAL IN MEMORIAM

MAD are sad to say goodbye to our dear friend, Al Jaffee. His sense of humor was exquisite. His genius was extraordinary. His draftsmanship was exceptional. His achievements are unparalleled and will likely always be. His loss is a difficult one for many reasons—to see one of them, fold in as shown.









MAD AND ITS FANS EVERYWHERE MOURN THE LOSS OF THE KING OF CARTOONISTS, AL JAFFEE. HIS BRILLIANT HUMOR WAS A FORMATIVE INFLUENCE ON YOUNG MINDS FOR DECADES, YIELD-ING GENERATIONS OF INCURABLE SMART-ALECS. ONE THING ABOUT LOSSES SUCH AS HIS: WE CAN TAKE COMFORT IN REMEMBERING HIM AND THE WONDERFUL WORK HE LEFT BEHIND. THANK YOU, AL.





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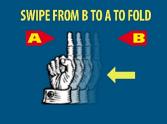




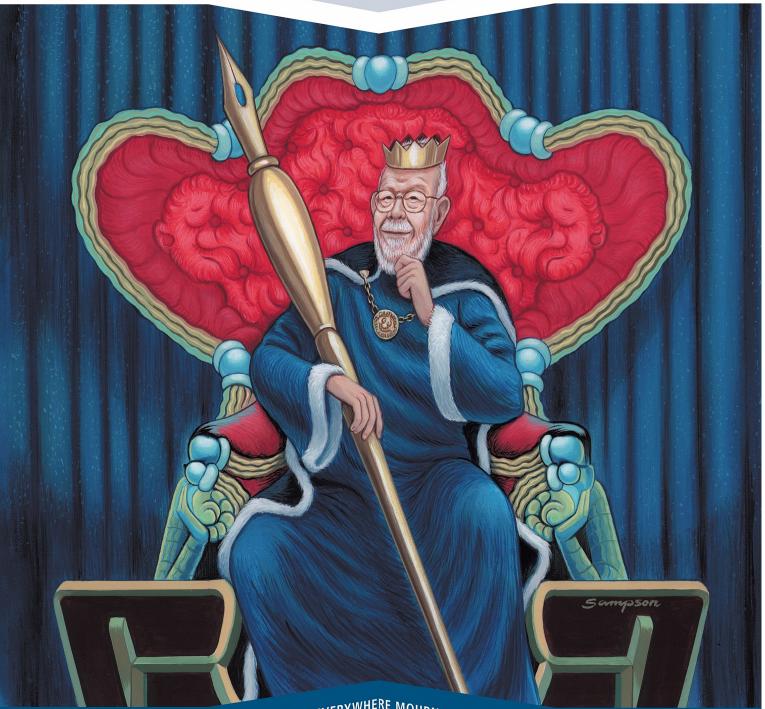


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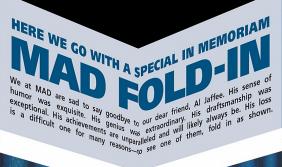
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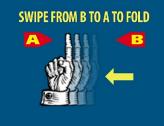
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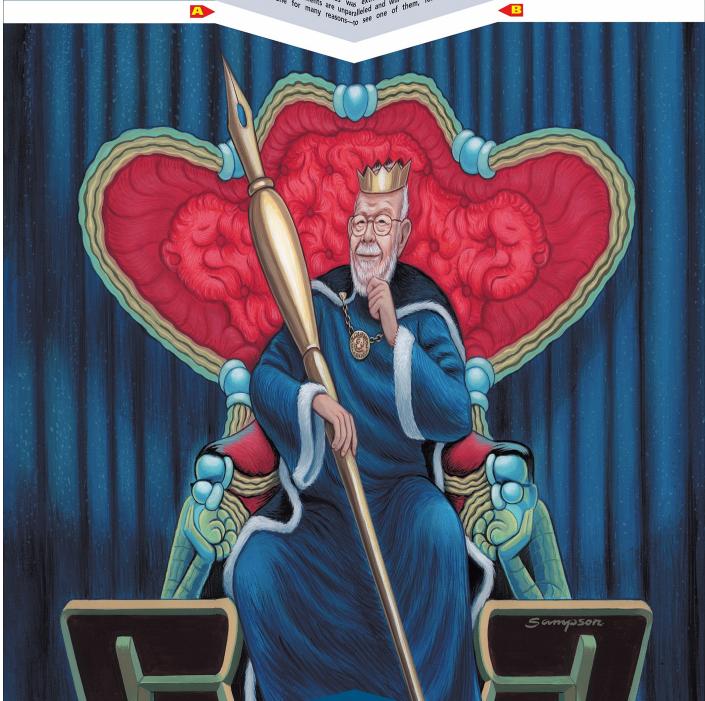
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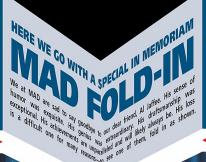


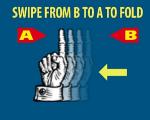
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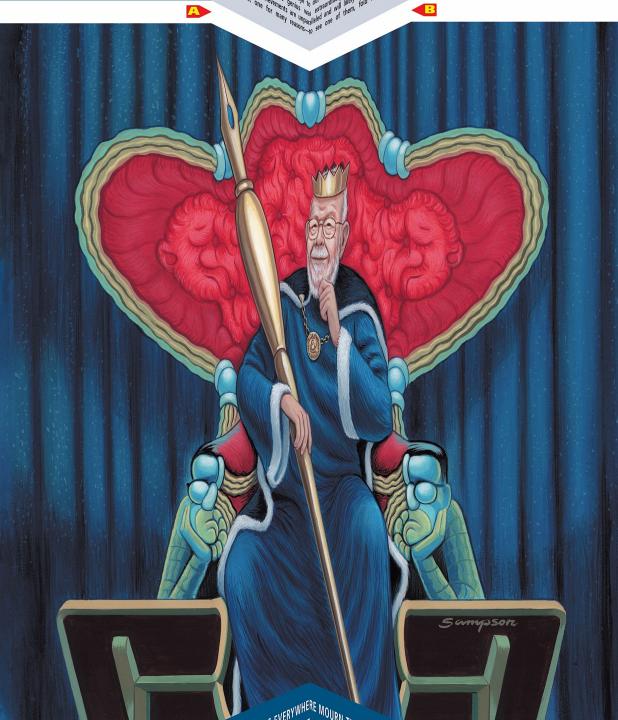
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MAKING A FOLD-IN ABOUT LOSING HIM





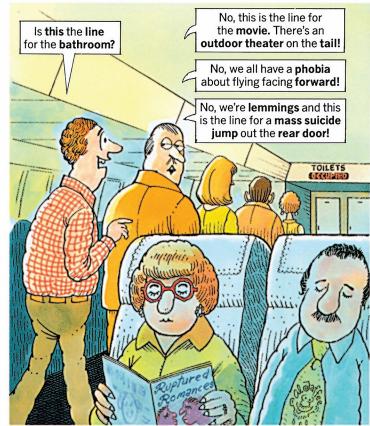


SNAPPY ANSWERS TO STUPID QUESTIONS IN

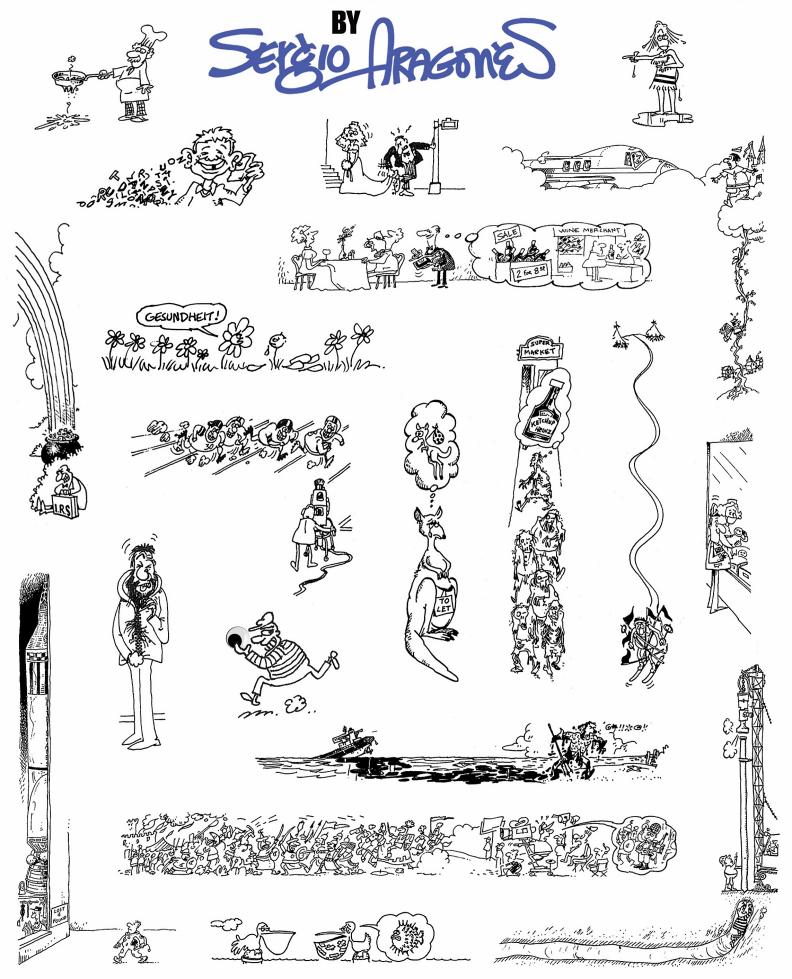


ARTIST & WRITER AL JAFFEE



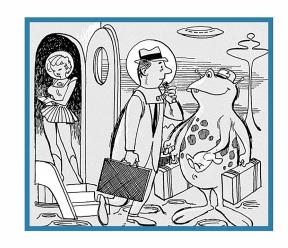


DRAWN OUT DRAMAS



DIGITAL EDITION BONUS MATERIAL!

Hope that your Dramamine has kicked in as we zoom backwards though time to March 1963 for "A MAD Look at Travel," from the pages of MAD #77.



Travel isn't the only luxury as foretold by insightful Al Jaffee with the Fold-in from MAD #172, January 1975. You thought airport food was expensive!



TOUR DE FARCE DEPT.

Today, we are a nation of travelers. Whether for business, or for pleasure — on the land, the sea, the air, or the lam — Americans are constantly on the go, and it's high time we paid editorial heed to this phenomenal epidemic of wanderlust. So here are some of our observations, comments, and bad jokes—in

AMADIONIAN TRANEL

WRITER: DON REILLY

ARTIST: BOB CLARKE

There was a time when travel in America was a risky business, and it took an "adventurous spirit" to brave the dangers involved in making a journey.



In the old days, you never knew who your traveling companions might turn out to be. You ran the risk of spending a long trip cooped up in a stagecoach with assorted undesirables—maybe murderers, even!



Today, of course, things are different. You have no such fears...



Years ago, travelers had to take elaborate precautions to protect their funds against thieves, bandits, etc.



However, modern travelers never carry more than \$50 in cash—and thus they foil potential thieves and bandits.



STATIONS AND TERMINALS

In the old days, you had to stand in long lines at rail, bus, and air terminals, only to find out that you couldn't get the reservations you wanted.



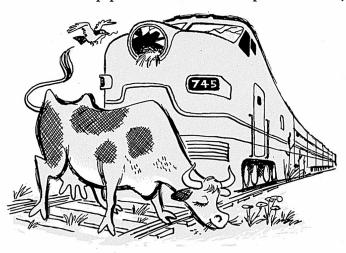
Today . . . rail, air, and bus ticket and reservation systems are marvels of efficiency. Through the miracle of electronics, you find out *instantly* that you can't have the reservation you want.

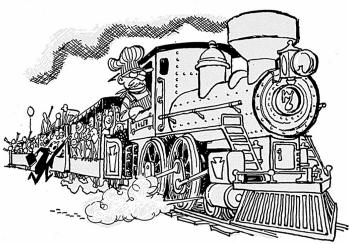


RAIL TRAVEL

The nation's railroads are in financial trouble. People just don't seem to be riding trains anymore. However, one of the most popular rides at amusement parks like Disney-

land are the "antique train" rides. The answer, then, is simple: Bring back them antique trains, get rid of the streamliners, and folks will flock to the ticket windows.



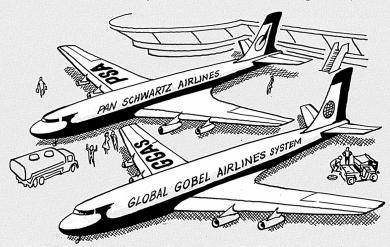


AIR TRAVEL

The traveler interested in flying is often confused by the wide variety of airline ads, all pushing their own supposedly superior aircraft and flight routes.



The fact is that all the competing airlines buy their planes from the same aircraft manufacturers, so the only difference between them is likely to be the color of the seat upholstery.

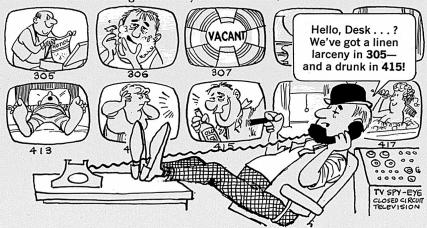


HOTELS

Hotels have changed a good deal over the years, too. They used to be mostly dingy, dusty places containing potted palms and lurking house detectives on the lookout for inappropriate behavior.



But all that has changed in today's ultra-modern, efficient hostelries . . .



BUS TRAVEL

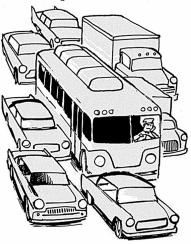
Bus travel is a good deal less rigorous than it used to be, now that buses have such modern refinements as air-conditioning and adjustable reclining seats.



In the ads, the bus is always pictured zooming along a wide scenic highway . . . like this:



But anyone who has attempted travel by car knows the scene is more apt to resemble this:



Another interesting thing about airline ads are the drawings which show the routes the airline flies.



Put all these routes onto ONE globe, and it'll seem amazing that we don't have DAILY mid-air collisions!

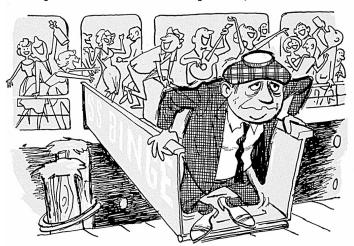


If you're traveling by air, make sure you don't exceed the allowable baggage weight, or you will have to pay an additional fee. Some people try to get around this by wearing all their suits, shirts and socks onto the plane, but this procedure is not recommended by us... especially if you're traveling during the warmer months.



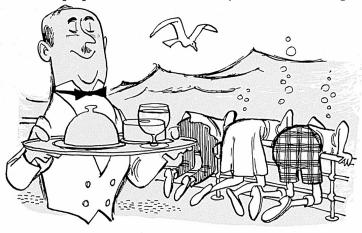
OCEAN TRAVEL

For those with time, there's nothing like an ocean voyage. But if you were to take advantage of all the festivities the average ocean liner offers, you'd arrive at your last port more in need of a hospital stay than a vacation.

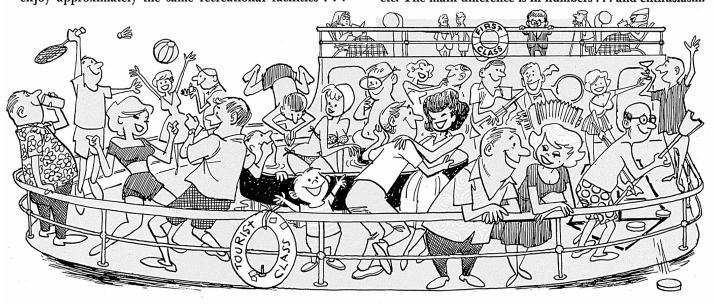


First-Class and Tourist-Class passengers on ocean liners enjoy approximately the same recreational facilities . . .

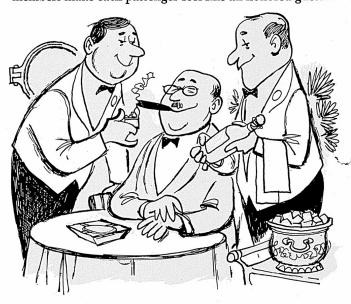
When you buy a ticket for a sea voyage, the cost of your meals is included in the price of the passage. Shipping companies have to do it this way to make money, because if meals were to be billed separately, there'd be quite a few people who wouldn't owe very much after the trip.



like swimming, dancing, deck sports, cocktails, parties, etc. The main difference is in numbers . . . and enthusiasm.



Personal service is the by-word on an ocean liner. Staff members make each passenger feel like an honored guest...



In fact, as each passenger disembarks at the end of the voyage, they confer upon him "The Order of the Palm"...



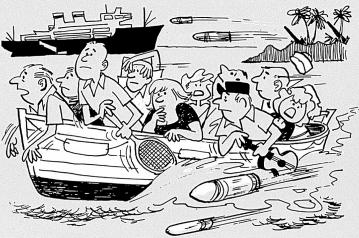
CRUISES

Luxury cruises to Caribbean and South American ports are popular with vacationers, especially in the Winter months.

However, the political atmosphere being what it is in that area, sudden changes in itinerary are sometimes necessary.





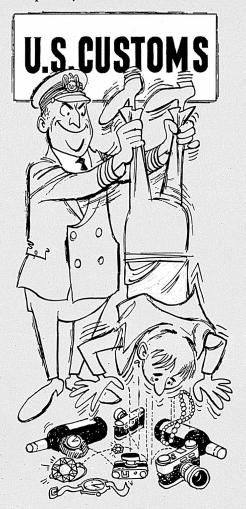


BIZARRE OR INAPPROPRIATE

ARTICLES OF APPAREL

CUSTOMS INSPECTION

World travelers are often carried away by shopping bargains found abroad, and upon returning to face Custom Inspectors, may try to avoid paying duty on the items they've purchased. However, these amateur smugglers rarely get by, because sharp-eyed Customs Men are quick to spot any hidden contraband . . .



HOW CUSTOMS MEN SPOT HIDDEN CONTRABAND

Strange Gloves

or Mittens

Some of the Tell-Tale Give-Aways They Look For

GUILTY LOOKS



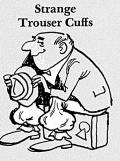
UNEXPECTEDLY



HEAVY ITEMS







ANATOMICAL ODDITIES



Bulging Bustles



Bulging Bulges

Strange

Souvenir Hats



SOME HELPFUL TRAVEL HINTS

WHAT TO WEAR

Modern travelers need never worry about laundry problems thanks to the new Wash-and-Wear clothing. Just rinse 'em out, let 'em dry, and put 'em on (the manufacturers say!) What the manufacturers don't say is: You'll look terrible in them! But since all your fellow travelers will be wearing the miserable stuff, too, you won't be too conspicuous.





WHAT TO CARRY

A woman traveling alone is wise to carry a big hatpin because the men she meets may not all be gentlemen! That is, if her hat should blow off, there's not much chance a man'll run after it — so she better be sure it's pinned on real tight!



WHAT TO TIP

Many travelers are always wondering whether they've left a big enough "tip." In most cases, bellhops, waiters, cab drivers and so forth have subtle little ways of letting a customer know if the tip is a bit less than they expected.



LOOKING AHEAD IN TRAVEL

It is exciting to contemplate what modern technology may soon make available for the traveling public. For example, a passenger missile capable of leaving its launching pad in New York and setting down in Paris 20 minutes later. And even more exciting is the prospect of travel to the moon . . . or maybe to other planets for your vacation . . .

Although the idea of two weeks on Mars may seem exotic to the modern earthbound traveler, we're sure that once he arrives, he'll find some things are truly universal!



WHAT SIMPLE PASTIME IS FAST BECOMING A LUXURY THAT MANY AMERICANS CAN NO LONGER AFFORD?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

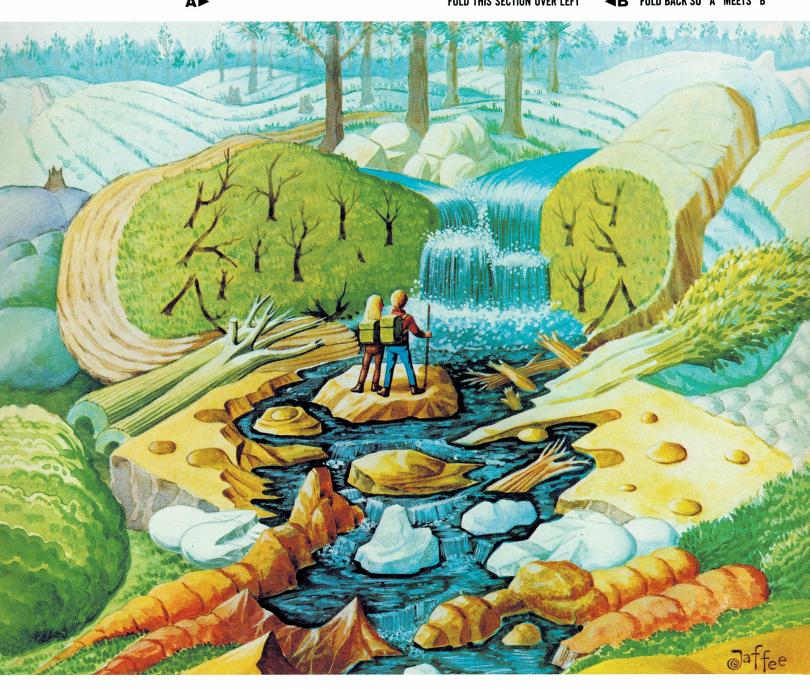
The United States is one of the most beautiful and bountiful nations on earth. And yet, the way the cost of living is climbing, there are a lot of simple pleasures that many Americans will have to start doing without. To discover one popular pastime that is quickly becoming impossibly expensive, fold in page as shown.



AP

FOLD THIS SECTION OVER LEFT

■B FOLD BACK SO "A" MEETS "B"



AMERICA AFFORDS MANY DIVERSE PLEASURES TO EACH CITIZEN. BUT INCREASING COSTS ARE STARTING TO MAKE SOME LUXURIES IMPOSSIBLE TO ENJOY

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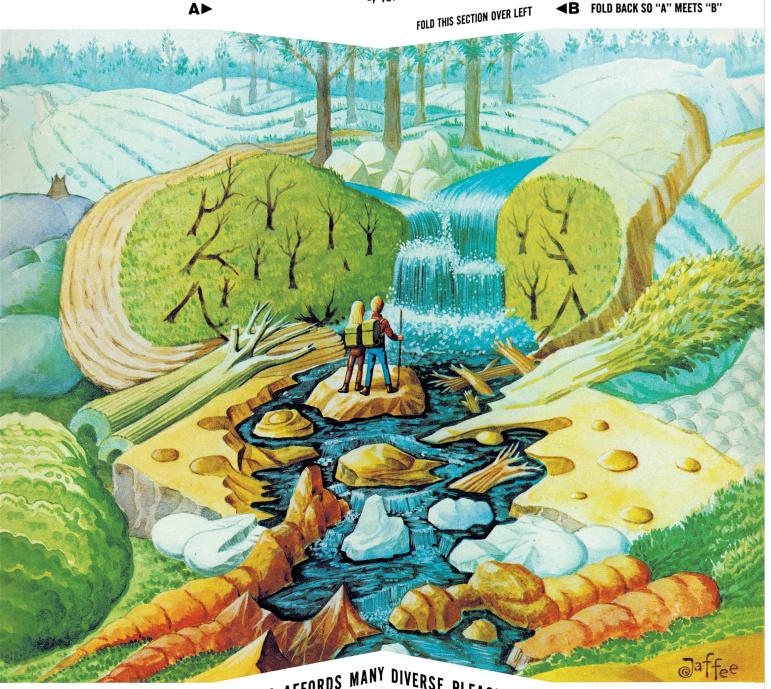
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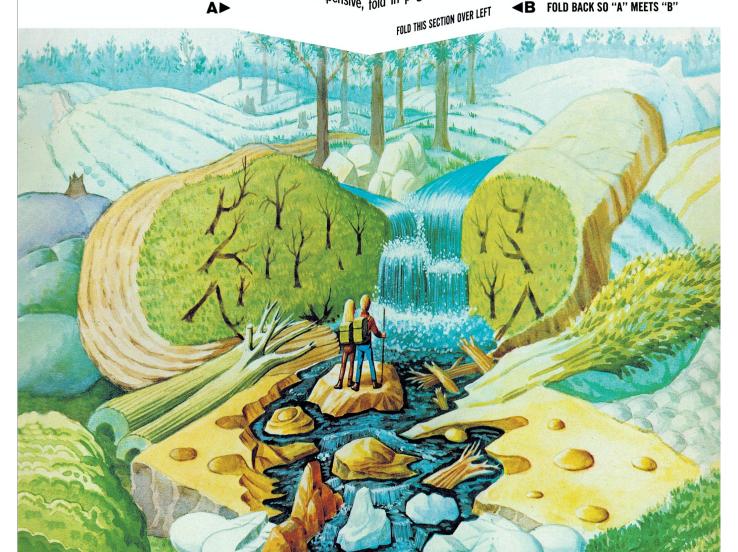
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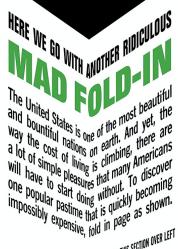


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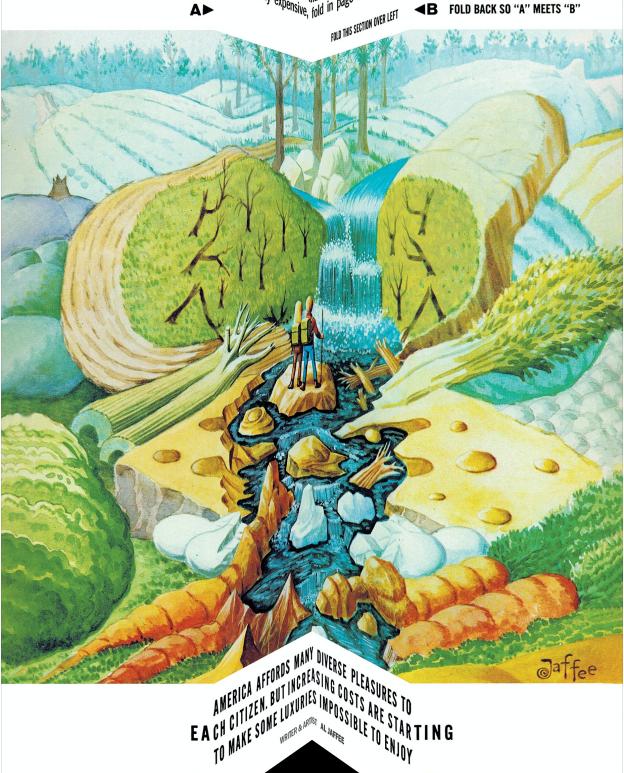
AÞ

∢B

WHAT SIMPLE BECOMING **CAN NO LONGER AFFORD?**

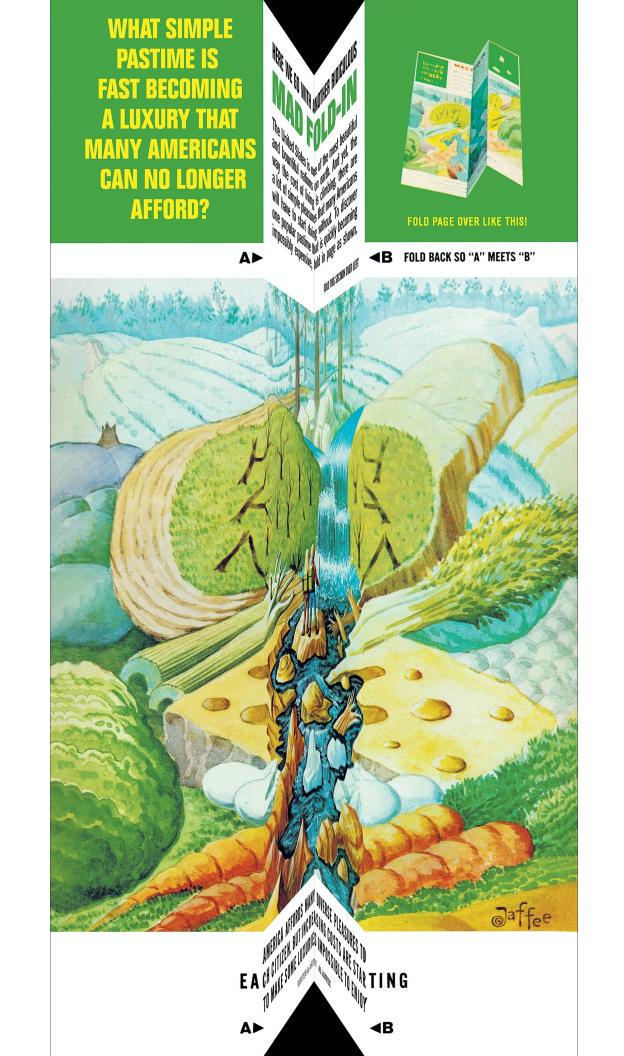






∢B

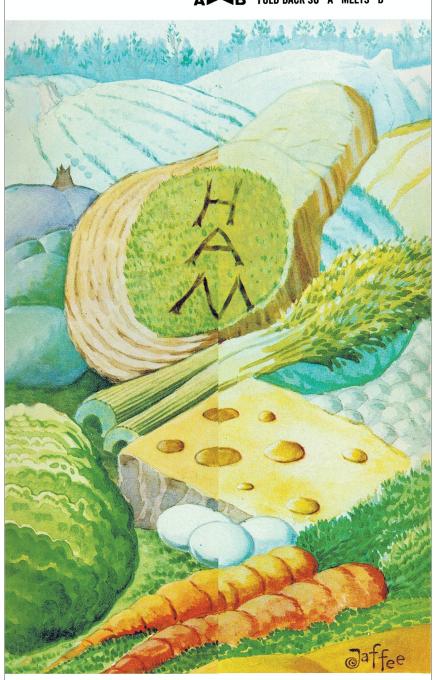
AÞ



WHAT SIMPLE PASTIME IS FAST BECOMING CAN NO LONGER AFFORD?

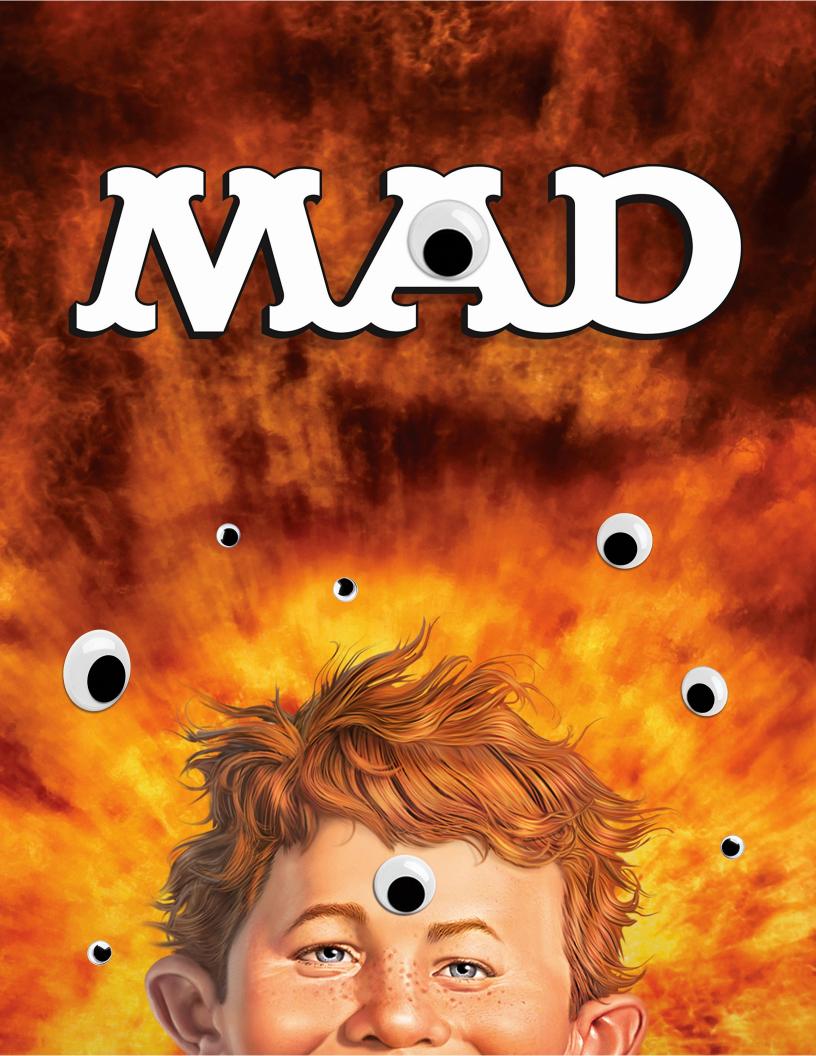


A► ◀B FOLD BACK SO "A" MEETS "B"



EATING

A► **⊲**B



SON OF ULTRON



